

# TRUCK NEWS

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Page 38

## Keeping your cool

Leading refrigerated goods carriers are remotely tracking cargo temperatures.

Page 39

## Test Drive: Volvo VNX

We put the new Volvo VNX heavy-hauler through its paces in southwestern Ontario.

Page 43

## The power of two

On-road editor Harry Rudolfs drives a dual-fuel International that uses both diesel and compressed natural gas.

Page 47

## A better cargo van

Ford has modernized its commercial van with the introduction of the European-inspired Transit.

## Summer blockbuster

### TransForce makes bid to take over Contrans

MONTREAL, QUEBEC

Canada's largest trucking firm, TransForce, on July 24 made a friendly, board-approved takeover bid for Contrans, another of Canada's largest, publicly traded trucking firms.

The proposed deal was for \$14.60 per share, totaling an equity purchase price of about \$495 million.

The deal has the support of Contrans' Board of Directors.

"I have admired the progress of Contrans for some time," said TransForce chairman, president and CEO Alain Bedard. "Contrans has a culture similar to that of TransForce, strategically acquiring companies that add value for its shareholders. Contrans has a history of profitability, is financially sound and has seen steady growth over the years. From transportation facilities located mostly in Canada, Contrans offers customers a wide array of specialized services. This acquisition provides exciting potential for TransForce, adding strong resources, an excellent client base, and importantly, very strong management."

Stan Dunford, chairman and CEO of Contrans, added "TransForce has a significant market presence that will benefit our operations and possesses many of the same values that have allowed Contrans to operate successfully. I believe the entrepreneurial culture of Contrans will fit in well

Continued on page 40

**Careers:**  
40, 41, 42,  
43, 44, 45,  
46, 47, 48,  
49, 50, 51,  
52, 53, 54,  
55, 56, 57,  
58, 59, 60

**Ad Index: 65**

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**Sidhil Kumar's truck was struck by 10 bullets while driving along I-94 in Wisconsin. The bullet holes (inset) came from a 10-mm handgun, police indicated.**

# Brush with death

## A Canadian truck driver's rig is riddled with bullets while driving on I-94 in Wisconsin. No motive is known and the shooters remain at large.

By Carolyn Gruske

BALDWIN, WISCONSIN

**T**at-tat-tat-tat-tat." That's how Sidhil Kumar described the sounds that first alerted him that something serious was happening.

Kumar was driving a 2012 Peterbilt east along I-94 in Wisconsin. He had entered the US at the Pembina/Emerson border crossing and had refuelled in St. Cloud, Minn. Friday, Aug. 1 was rapidly drawing to a close, as the clock was just about to come up on midnight. Until that point, the trip from Trappers Transport in Winnipeg had been uneventful. Kumar had done this run before - hauling a 53-ft reefer full of frozen French fries from Manitoba to St. Johns, Mich. - so he thought he knew what to expect. He was planning on stopping for the night in either Menomonie (about 40 miles up the road) or Black River Falls, depending on where he could find space, but he didn't get that far.

At that point in the night, traffic along the busy highway was light. Kumar, whose truck is limited to 62 mph, was cruising in the right lane. Everything was perfectly normal. That's when he first spotted the red or maroon car.

"It was in front of me for a while - a few minutes," said Kumar in an exclusive interview with *Truck News*. "There was a white car as well, but this maroon car slowed down. It looked like it was going to take an exit, so I moved to the left lane because I didn't want to slow down. Exit 16 was

very close to me. This car was in the right lane, but I didn't see the car. I couldn't see it. When I went to the left lane, I guess the car came up to the normal speed and was driving parallel to me. I didn't pay much attention to it. It was quite normal. I just passed it when I had enough space to move over."

Kumar, however, quickly found a reason to start paying closer attention, even though by then it was too late.

"I heard something like hammering on my cab. Like somebody was beating on the cab with a hammer. It was several shots. I know about bullets. I have a gun licence. But I never expected this: that somebody was shooting at my truck without any reason. There was no expectation. There were a number of gunshots - I'd say 15 to 20. It was like tat-tat-tat-tat-tat. Then a stop. Then tat-tat-tat-tat. Then stop, then three, four or five shots again. Then stop, and again shots. It felt like non-stop for 10 or 15 seconds, like somebody hammering at me. It was a mixture of bullet shots and hits. I know they fired more than 15 bullets at me. Maybe 20.

"I didn't realize exactly what was happening to me. It was like somebody standing behind my cab beating on it. I thought maybe some crazy people got behind my truck when I stopped for fuelling and they've been standing there for one-and-a-half hours. My truck has only

Continued on page 34

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Editorial Comment



JAMES MENZIES

# Celebrating the professional driver

It's been a tough month for trucking industry advocates, as the industry has come under fire from numerous directions - in some cases deservedly so. Stateside, CNBC has run a series of 'investigative reports' that have presented an unfavourable portrayal of the trucking industry and its safety record.

Unfavourable would be an understatement. The series set out to create a public furor over the issue of truck safety, forcing the American Trucking Associations to respond. The ATA noted the trucking industry in the US spends more than \$7 billion per year on safety. The sensational CNBC series is just the latest fallout from the crash earlier this summer involving a Walmart-owned tractor-trailer that plowed into a limousine carrying comedian Tracy Morgan. Morgan was injured and his friend killed in the wreck.

Closer to home, an allegedly drunk guy in a truck (I can't even refer to him as a truck driver) ran into the Burlington Skyway Bridge with his bucket raised, taking it out of commission for several

days, including over the heavily-travelled Civic Holiday weekend.

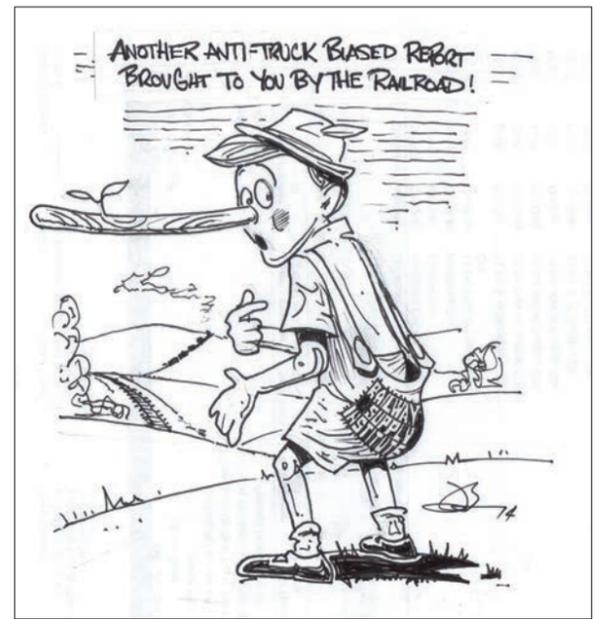
This prompted widespread criticism of the trucking industry and moved the Ontario Trucking Association to point out truck drivers are the least likely of any motorists to drive while under the influence of drugs or alcohol. They pointed to the fact that no truck driver has been involved in a fatal crash in Ontario while impaired, according to the province's latest road safety statistics.

Still, the damage this individual brought upon the industry's reputation can't be undone. And then as if on cue, another Ontario truck driver was arrested in Michigan and charged with impaired driving after being seen driving erratically.

It's almost enough to make you lose faith in the industry. But it isn't. Fortunately, at *Truck News*, we prefer to focus on the accomplishments of the truly professional drivers, such as Jake and Mary Siemens, a husband-wife team you can read about on pg. 70, who have together

racked up four million miles of safe driving. Each month, we dedicate this page to celebrating someone special from within the industry and there is no shortage of people from whom to choose. We've also been delivering unprecedented coverage of the Ontario Professional Truck Driving Championships and its competitors. And while all this was going on, we've been knee-deep in nominations for our annual *Truck News* Owner/Operator of the Year award. We've whittled the list of nominees into a short list of finalists and each of them are deserving of this, the most prestigious O/O award in the country. We'll be announcing the winner in the weeks ahead.

So, while the truly unprofessional drivers are commanding a lot of attention in the mainstream media, we must remember the industry is still stacked with true professionals who every day go about



their business without a lot of fanfare. Interest in their stories is limited to those of us with a connection to the trucking industry, but that doesn't mean we shouldn't continue to celebrate them. And we'll continue to do just that.

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The view with Lou



LOU SMYRLIS

# What will the future truck look like?

Can truck design become a significant tool in attracting a new generation of drivers? We got a better glimpse into that future this year than we have in some time. Question is, are we headed in the right direction?

To me that future looks a lot different than the past. If the traditional box-shaped, low-tech, big power and fuel efficiency be damned design is what you crave, then I don't think you will like what the future holds. If streamlined, high-tech, ergonomic, slipstream design turns your crank then I think you will. The truck of the future will look and feel a lot less like a tank and a lot more like a high-performance airplane.

Walmart stretched our imagination at the start of the year with the Walmart Advanced Vehicle Experience or WAVE vehicle, a collaboration between the retailer, Peterbilt, Great

Dane Trailers, and Capstone Turbine. The fact that Peterbilt, perhaps the brand most commonly associated with the traditional box-shaped design many drivers have come to love over the years, was involved perhaps is telling about where things are going.

Much of the new design elements, such as the hybrid powertrain and convex-nosed trailer constructed from carbon fibre, are aimed towards greatly improving fuel efficiency.

But the inside of the cab completely reinvents the current driver workspace with a centred driver's seat, and an electronic dashboard with customizable gauges and performance data. The driver becomes the focal point of a much more technically sophisticated vehicle. But it also requires a future driver who is comfortable with and willing to be the focal point of much more intelligent machinery.

And then this summer Daimler Trucks demonstrated a truck which truly resembles the piloting of a commercial airliner. Daimler's first autonomous truck drives itself much of the time. Many of the technologies that make up the truck are already commercially available safety systems.

The self-driving trucks can be operated on existing road infrastructure, provided lane markings are clearly visible. The truck is smart enough to respond to disabled vehicles parked on the shoulder of the road, to navigate stop-and-go traffic without driver intervention and to cruise at highway speeds of up to 85 km/h.

Certain maneuvers require the driver to take over, including overtaking other vehicles but it's expected at least 50% of the time an autonomous truck would operate without any driver involvement at all.

So if drivers of the future can be excused from a good half of the driving, what would they do with their time? They can use their seat time to perform other work duties that have traditionally been handled by office staff, according to Daimler, such as invoicing, planning deliveries and arranging future loads. Like the WAVE concept vehicle, it requires a driver who is attracted to a job that is much different than today's driving job.

In other words, technology already available today has the potential to radically change the driving profession. Is this the forward step the industry has been struggling to take to make the driving profession more attractive? I would love to hear from you on that, particularly from younger drivers. You can e-mail me your thoughts at [lou@transportationmedia.ca](mailto:lou@transportationmedia.ca). Also be sure to check out pg. 26 for a driver's perspective on self-driving trucks.

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# CLASS 8 TRUCK SALES TRENDS

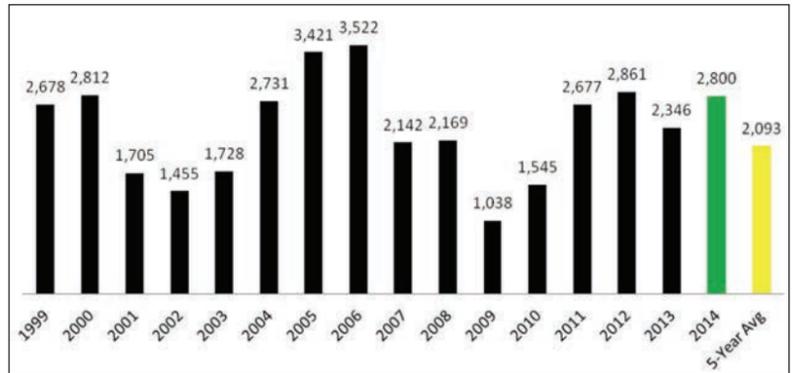
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## Monthly Class 8 Sales – June 14

June was a breath of fresh air for Canadian Class 8 truck sales. After dipping below the previous year's pace for four straight months, June's sales totals soared above last year's. The month's sales totals were the fifth best June totals dating back to 1999. Volvo in particular showed significant improvement to their numbers over the past year while Freightliner, International and Kenworth also surpassed their previous year's numbers.

OEM	This Month	Last Year
Freightliner	686	588
International	382	300
Kenworth	407	368
Mack	217	234
Peterbilt	304	337
Volvo	576	277
Western Star	228	242
<b>TOTALS</b>	<b>2800</b>	<b>2346</b>

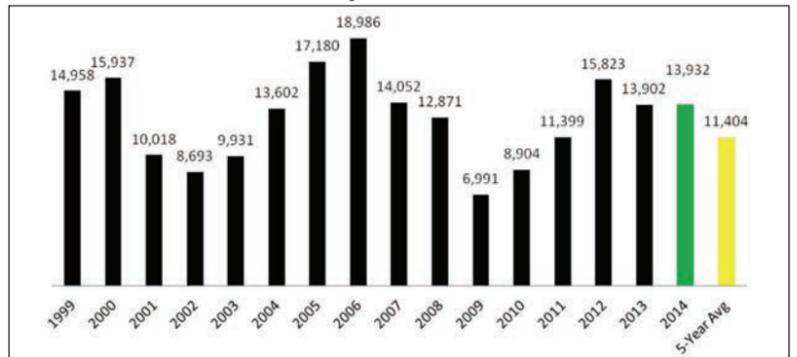
## Historical Comparison – June 14 Sales



## Class 8 Sales (YTD June 14) by Province and OEM

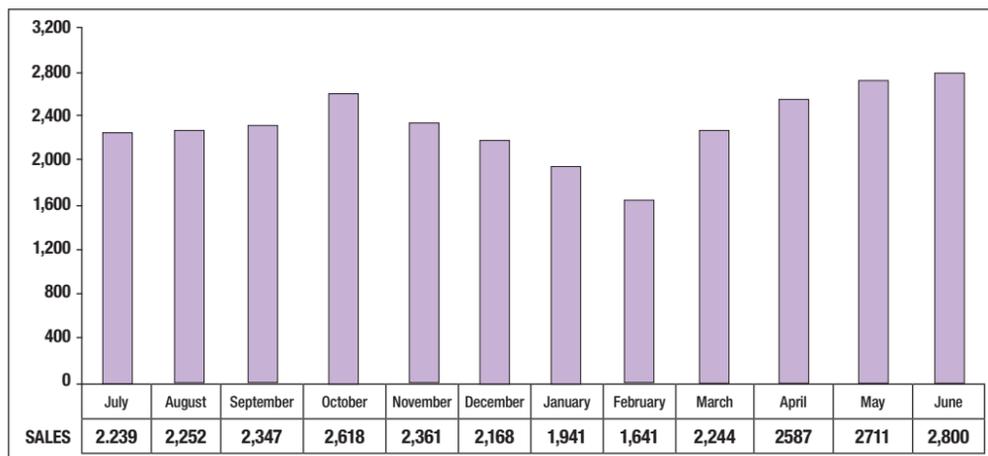
OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	307	505	115	162	1,425	526	147	63	1	21	3,272
Kenworth	303	936	215	1	363	397	42	0	0	0	2,257
Mack	77	193	86	67	583	140	14	23	5	13	1,201
International	72	292	38	74	932	332	78	29	5	21	1,873
Peterbilt	255	687	162	105	360	236	75	11	0	0	1,891
Volvo	276	297	59	171	1,013	331	105	53	0	1	2,306
Western Star	163	422	41	65	190	182	28	34	3	4	1,132
<b>TOTALS</b>	<b>1,453</b>	<b>3,332</b>	<b>716</b>	<b>645</b>	<b>4,866</b>	<b>2,144</b>	<b>489</b>	<b>213</b>	<b>14</b>	<b>60</b>	<b>13,932</b>

## Historical Comparison – YTD June 14



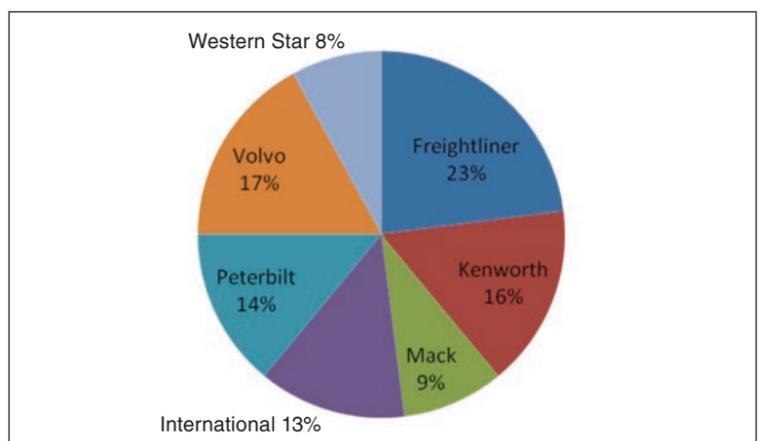
The optimism for an improvement in Class 8 truck sales in 2014 after 2013 proved a disappointing year was quickly fading, despite improving fortunes for trucking companies. Then the June sales figures came in, blowing past last year's totals. YTD numbers are still nowhere close to those of 2012, the best year since the recession for Class 8 sales, but they are now ahead of last year's results. With small carriers more willing to purchase new trucks than they have been in years, according to our latest research, and all carriers feeling more optimistic, could the second half of 2014 be a memorable one?

## 12-Month Sales Trends



June has proved the best sales month of the past year. After 10 straight months of sales coming in above the 2,000 mark, reminiscent of the industry's capacity boom years of 2005 to 2007, they dropped slightly below 2,000 in January and considerably further in February. Good news is that they bounced back in March and April, topping the 2,000 mark both months. May showed further improvement and June was a welcomed surprise and shows a steady improvement in sales numbers the last four months.

## Market Share Class 8 – June 14 YTD



Volvo's star continues to rise with Canadian Class 8 truck purchasers. Last month we reported that Volvo had surged to capture 16% of the Canadian market, leapfrogging past Peterbilt, which was down to 14% market share. This month Volvo has slipped past the other Paccar company, Kenworth, to grab the number two spot. Volvo now enjoys a 17% share of Canadian Class 8 truck sales. Freightliner remains the market leader with a 23% share.

Source: Canadian Motor Vehicle Manufacturers Association

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## CONTENTS

70

## The Last Word

Profiling a husband/wife team that have run more than four million miles together.

68



Mark Dalton in...  
Mark learns the SmartWay

## 6 Editorial

Lou Smyrlis with a look at autonomous trucks and what it means for the industry.

## 9-11 Cross-border

There's lots of blame to go around following last year's Washington State bridge collapse, the NTSB reports.

## 12 Quebec

Planning for the National Truck Driving Championships has been underway for more than two years.

## 13-19 Ontario

A redesigned Ontario medical clinic for professional drivers offers the Man Cave experience.

## 20-25 Canada

The PMTC examines driver fatigue and CFMS looks at the advantages of telematics.

## 26 Al Goodhall

Professional driver Al Goodhall says not so fast, to autonomous trucks.

## 27 David Bradley

Whether or not you like the Temporary Foreign Worker Program, recent changes are cause for concern.

## 28 Ask the Experts - Safety

Does your company have a social media strategy or policy? Here's why it should.

## 29 Bill Cameron - Opinion

Sometimes, industry spokespersons would be better off keeping a lid on it.

## 30 Dr. Chris Singh - Health

Shoulder separations are a painful risk to professional drivers.

## 31 Karen Bowen - Health

Chia seeds are a healthy choice and a convenient snack.

## 32 Health

The trucking industry reached its goal early, circling the world in just 23 days.

## 33 Bruce Richards - Industry

Managing generational differences in the workplace.

## 36 Human Resources

This year's PMTC conference looked at how employees from various generations can be attracted.

## 38 Refrigerated transport

More companies are remotely monitoring cargo temps.

## 39 Test Drive

Taking Volvo's VNX heavy-hauler for a drive.

## 40-41 Fleet News

TransForce has agreed to terms with Contrans in the summer's biggest M&A blockbuster.

## 43-51 Test Drives

We test drive a dual fuel International as well as Ford's Transit cargo van.

## 52 Announcements

Cummins has shuffled the deck and Groupe Morneau has a new exec.

## 53-63 Equipment

How Freightliner conquered the vocational truck market.

## 64 Mark Lee

For the first time in his budding career as an O/O, Mark needed help from the dealer.

## 67 New Products

## 69 Scott Taylor

Our resident tax expert explores the driver services dilemma.

## In every issue

## 4 Truck Sales Stats

## 65 Ad Index

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**(6) 2008 UTILITY 36' x 102" REEFER VANS**  
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Darcy Hammond, President Muskoka Transport

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# Lots of blame to go around in Washington bridge collapse

MOUNT VERNON, WASHINGTON

The National Transportation Safety Board (NTSB) has concluded its investigation into a bridge collapse caused last year by an oversized load from Canada, and found there was plenty of blame to go around.

The NTSB issued its findings last month, noting a "series of deficiencies" resulted in the collapse of a Washington State bridge on May 23, 2013. The truck involved in the incident belonged to Alberta-based Mullen Trucking.

It had commissioned a US-based pilot truck firm to guide the oversized load to the Port of Vancouver, Wash. The load struck an overpass along I-5 crossing the Skagit River, causing the bridge to collapse and several vehicles to fall into the water below. No one was seriously injured.

The NTSB found the pilot/escort vehicle didn't perform basic safety functions, Mullen failed to adequately plan its route and that Washington State's permitting process was inadequate. It also noted there were too few low-clearance warning signs near the bridge.

The escort truck was equipped with a height pole, which one witness said struck several pieces of the bridge structure. The driver of the escort vehicle, however, was on the phone when the accident occurred and had made five calls using a hands-free mobile

phone in the 30 minutes leading up to the incident.

The NTSB concluded the phone calls "diminished her ability to recognize whether the height pole struck the bridge."

"Eliminating distraction in transportation is a top priority for the NTSB," said acting chairman Christopher Hart. "As we can see from this accident, any element that reduces a driver's attention can have harmful results. Drivers must always focus on the task at hand and be aware of their surroundings."

Mullen obtained the appropriate permit for the truck, but failed to check and plan accordingly for low clearances along the way, the NTSB found. The truck was travelling in the right-hand lane, where the clearance was lowest. It would have cleared the bridge if it were travelling in the left lane, investigators found.

The NTSB called for changes in the permitting process used by Washington State, which would make carriers more responsible for route planning.

"This costly accident was the result of a series of mistakes that could have been avoided," said Hart. "The recommendations issued by the NTSB highlight the importance of driver awareness and the states' responsibilities to provide adequate resources about low clearances."

The NTSB issued 18 safety recommendations. A complete list is available at: <http://go.usa.gov/Xugm>

# US truck tonnage decreased in June

ARLINGTON, VIRGINIA

American Trucking Associations' truck tonnage index went down by 0.8% in June. The index equaled 128.9 compared to 129.6 in May.

The all-time high for the index was seen last November when it was 131. In comparison to June 2013, the index was up by 2.3% and year-to-date compared to last year's period tonnage went up by 2.8%.

ATA chief economist Bob Costello said tonnage had gone up steadily for four consecutive months prior to June, totaling 4.4%.

"Despite the small reprieve in June, the second quarter was much better than the first quarter," he said. "Tonnage increased 2.3% from the first quarter, which was the largest quarter to quarter gain since the first quarter in 2013. Compared with the second quarter in 2013, tonnage increased 3.2%, a percentage point better than the first quarter year-over-year increase." ●

# US trucking firms invest \$7.5 billion a year in safety, ATA tells Congress

WASHINGTON, D.C.

The American Trucking Associations told Congress that the trucking industry invests more than \$7.5 billion every year in preventing crashes on US highways.

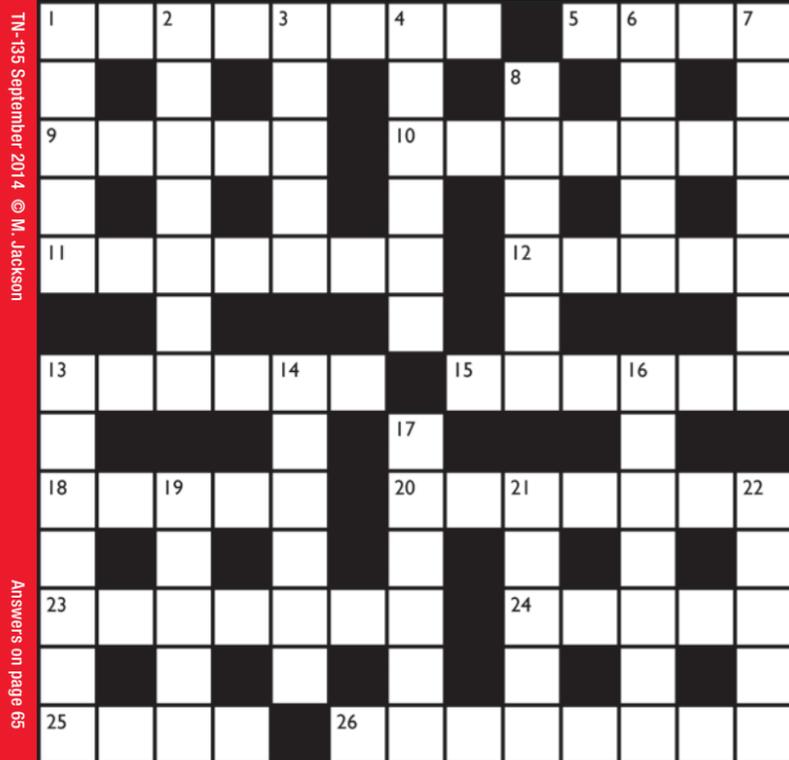
"The trucking industry places safety at the top of its priority list," ATA executive vice-president Dave Osiecki told the Senate Commerce Committee's subcommittee on surface transportation and merchant marine infrastructure, safety and security. "Our industry spends more than \$7.5 billion each year on safety, and that investment is making a difference. Over the past decade the number of large trucks involved in fatal crashes has dropped 17% - even with the industry operating an additional 2.7 million

trucks and driving an additional 54 billion miles."

The investments go towards things like safety training and safety-related bonuses and technologies. Osiecki said the investments are only part of the solution and called on the feds to do more to address the causes of crashes.

"Driver error causes most crashes. More specifically, driver mistakes and driver misbehaviours - by both professional drivers and passenger vehicle drivers," he said. "In fact, car drivers contribute significantly to truck crash numbers. If the regulatory, enforcement and safety program lens is focused properly on the most common mistakes and misbehaviours by all involved in the safety equation, big safety gains are possible." ●

## THIS MONTH'S CROSSWORD PUZZLE



TM-1335 September 2014 © M. Jackson

Answers on page 65

### Across

- 1 Cubed out (4,4)
- 5 Wheel brand
- 9 Roll along in neutral
- 10 Malodorous municipal-truck material
- 11 Evening attractions, for some
- 12 Residual \_\_\_\_\_, lease-end worth
- 13 Cab's West Coast appendage
- 15 Name on cash-carrying truck
- 18 Radar's laser-based cousin
- 20 Cold-cargo carriers
- 23 '90s Ford Class 8 model
- 24 Truck-shopper's concern
- 25 It's right on the map
- 26 Rubberneckers in rental cars

### Down

- 1 S. Dakota's "Great \_\_\_\_\_, Great Places" tags
- 2 Teen in driving-school car
- 3 Canadian diesel-pump unit
- 4 Former flat-front Freightliner
- 6 Aptly named rent-a-truck (1,4)
- 7 Mack motors
- 8 Big-rig operator
- 13 Odometer information
- 14 Highway-access lane
- 16 Isuzu low-cab-forward line (1,6)
- 17 Western Canada truck show
- 19 Pub projectiles
- 21 Airtronic bunk-heater brand
- 22 Truck buyer's requirements, briefly

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SEE OUR AD PAGE 64



# Out of necessity, Chrysler creates auto-haul division

By Ron Stang

WINDSOR, ONTARIO

Chrysler Group LLC, partly out of ne-

cessity, has created its own auto-hauler subdivision, now up and fully running into its first year.

The forming of the division is an in-

teresting story.

Back in March 2011 one of Chrysler's principal auto haulers, Allied Systems, get embroiled in a rate war with Chry-

ler, forcing a temporary stand-off where no vehicles were being shipped, after the long-time hauler demanded increased compensation.

Chrysler was having none of it and quickly severed ties. Allied's 27-acre yard along Provincial Rd. in south



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Windsor soon became abandoned. Only recently was it purchased through a vesting order of the Ontario Court of Justice, at \$3.7 million, by Connecticut-based Black Diamond Capital Management.

The investment firm didn't return requests for comment but it is known to specialize in buying distressed properties often below market prices and restructuring for sale.

But in the immediate aftermath of ending its arrangement with Allied, Chrysler scrambled to find replacement haulers. The union representing Allied workers also had an idea: how about Chrysler creating its own auto-hauler subdivision?

Unifor Local 444 president Dino Chiodo, who also represents hourly workers at Chrysler's vast minivan assembly plant, said the union "sat down with Chrysler right away" and thought there were "opportunities that we can capitalize on."

Not the least of these was to employ some of the former Allied drivers. Chiodo said the union made a "business case" to the corporation to create its own auto-hauling division.

"That's just an example of the union working with the company to try to solidify a good economic solution to maintain viability for the corporation," he said.

The result was Chrysler Group Auto Transport, where Chrysler invested \$15 million and purchased 33 tractor-trailers.

Chiodo said it took "almost a year to hammer" out the deal and another to get all the trucks in place. He said this was an entirely new business model for Chrysler and obviously was a learning curve.

"We had to re-engineer the trucks, what (they) looked like, how they could haul vehicles - (meet) all the rules and regulations," he said. "Because Chrysler was never involved with it, they always hired other companies to do that work, so now they have to get into a different logistics profile."

The company purchased 33 Volvo Class 8 tractors and as many Cottrell-manufactured NextGen CX-09LS Quick-loader open auto-haul trailers designed for short-haul and multiple daily loads.

"Simply put, we were interested in creating something that was flexible and of course at the time there were capacity issues," Marty DiFiore, Detroit-based head of Chrysler Group Transport and Chrysler Group Auto Transport said. "So from those two perspectives it was something that we were intrigued with and wanted to do."

The operation is based in Windsor with trucks operating in and out of AWC Auto Warehousing with facilities off of E.C. Row Expressway.

That's different from where Chrysler's traditional trucking arm, Chrysler Group Transport, has operated - at the minivan plant yard. Maintenance for the auto-haul division is contracted out.

Chrysler's general transportation division carries parts and has 90 tractors and 284 trailers based in Windsor.

"We are running an operation centric to Windsor but they are doing cross-border moves," DiFiore said.

DiFiore said the auto transport division hauls yard-to-yard or railhead-to-railhead.

The trailers can carry as many as eight units. The cargo includes Windsor-built Chrysler and Dodge minivans and Chrysler's Brampton-manufactured Dodge Chargers and Challengers. Inbound to Canada they're picking up Dodge Rams, Jeep Cherokees and Jeep Grand Cherokees.



**Chrysler has added a fleet of Volvo tractors to handle the delivery of vehicles, after having a falling out with its former outside carrier.**

"This is all network-type deliveries," DiFiore said. "At this point we are not doing dealer deliveries where you have a truck full of eight units and you're basically doing a milk run and you're dropping units off at various dealerships."

As for the tractors, they feature the

Volvo I-Shift 12-speed automated mechanical transmission technology with gearshift operated by intelligent electronics.

DiFiore said the tractors have "gotten very favourable feedback from the drivers who typically use a 10-speed manual

and they have all that type of shifting you have to do."

Three dozen former Allied drivers were hired for the auto division and Chiodo said other drivers were absorbed elsewhere within Chrysler operations, hired by Cassens Transport - which continues to haul for Chrysler - or were given severance packages. Chrysler product is also moved by rail.

DiFiore said the first tractor-trailers arrived in July 2012, and there was a full fleet complement by the end of last year.

"This is our first full maturity of the operation through this year since the beginning of this year," he said. "And we've basically delivered from various points about 100,000 units to date."

Chiodo was dismayed that the former Allied yard had been sold.

"We wanted Chrysler to buy it so we could use it as an official yard but apparently that's not the case," he said.

Chrysler Canada spokeswoman LouAnn Gosselin said the sale and Chrysler's interest in the yard is "not something we would comment on." ●

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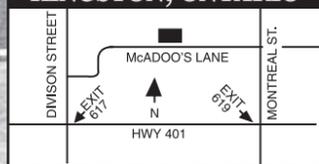


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# A checklist for champions

**Hosting the National Professional Truck Driving Championships is a big deal. Organizers in Quebec have been working for more than two years to ensure everything goes as planned.**

By Carroll McCormick

## ST-JEROME, QUEBEC

If all goes according to plan, even the weather will behave for the National Professional Truck Driving Championships this Sept. 4-7 in St-Jerome, Que. Well, that may be a bit much to ask for, but the event organizers do try and leave as little to caprice as possible.

The Quebec Trucking Association (QTA) is hosting this year's national championships. The bulk of its preparations have been ongoing for two years now, but some planning starts even earlier. Around 100 drivers, visitors and provincial representatives are expected to attend, and the search for lodging cannot begin soon enough.

"We started looking for a hotel three years ago," says Michel Beaulac, chair of the organizing committee. Its efforts were rewarded with a block of rooms in the Esterel Resort, perched on the edge of a lake in the Laurentians north of Montreal.

The responsibility for organizing the annual national championships rotates through seven provin-

cial trucking associations (the Atlantic Provinces Trucking Association covers four provinces).

"My role is to represent Quebec at the meetings of the national committee, liaise between it and the organizing committee of the event, ensure the manual is updated, that participants find volunteers and equipment for competitions, coordinate the golf competition, grant media interviews,

etc." says Beaulac, a veteran coordinator of several national championships.

There are at least half a dozen meetings a year with the QTA's partner provincial trucking organizations to discuss those and other things, such as food and the budget. There is also a full week of preparation in the week leading up to the event.

A well-known list of Quebec organizations and companies are asked to



Provincial champs from across Canada will gather in Quebec to compete in the National Truck Driving Championships Sept. 4-7.

put their shoulders into the championships. Take, for example, the venue: The winners in the five categories of competition in the provincial championships held earlier this summer will be put through the wringer at the Centre de formation en transport routier de St-Jerome (CFTR). CFTR is one of two public professional truck driver schools in Quebec. Pros from the other public school, the Centre de formation en transport Charlesbourg (CFTC), will also be there.

"We wanted to stay around Montreal, because it's where most of the drivers live. CFTR and CFTC are the only two public schools in Canada to offer a driving course with a highly recognized diploma. We want to show the school to all the other province representatives so they can improve their teaching programs around the country," Beaulac says.

As well, Beaulac adds, there are those fallible vehicles to think about. "As we have access to all the school facilities and equipment, we have a mechanic ready if a breakdown happens."

The QTA planning committee requires a considerable amount of outside help to run the event. Assisting agencies and businesses it contacts include Controle routier Quebec, Transports Quebec, the Societe de l'assurance automobile du Quebec, Sobey's, Groupe Robert, Hector Larivee, Transport Papineau International et VIA Prevention.

The QTA is responsible for lining up rigs, circle check inspectors, judges and sponsors. "We mostly use school trucks, but some trucking companies also provide us with trucks and trailers. We also work on (locating a) national sponsor interested in investing in a good way to promote security in the trucking industries," Beaulac explains.

The QTA also coordinates the activities of provincial representatives on the national committee who revise the Driver's Kit and Rule Book each year. There are other documents to prepare, such as the Preliminary Program Registration. A quick scan of its 13 pages hints at many other mini-tasks that will want to go off without a hitch; i.e., the welcome reception, gift exchange, transportation from airport to resort to CFTR, the banquet award ceremony and dance.

The QTA also test-drives new ideas for future competitions, says Beaulac. "We use our provincial event to test new ideas of obstacles that we could use in future competition after national agreement."

Those tests and other business is discussed at national committee meetings over the course of the National Championships. "We mostly present the agenda of the event (what, where, when...) on Thursday. On Sunday it's the debriefing of the event plus a short briefing on the next year by the next hosting province," Beaulac says.

The QTA's representative to the national committee is its longest-standing member. This senior status, Beaulac notes, invites a lot of questions about the obstacle course. "We are asked all year long about technicalities that could happen when they need to set up the track."

Speaking of the track and the dreaded orange cones the drivers must avoid, Beaulac relates an anecdote that illustrates how a little luck never hurts. "We always try all the obstacles when we put them up. Sometimes even the best can't do them, but the rookie passes through with his eyes closed." ●

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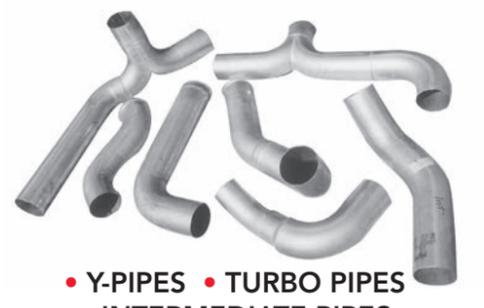
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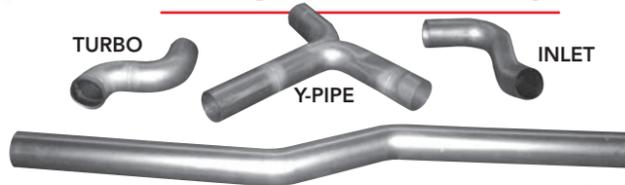


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# Quick Truck Lube hosts ninth annual barbecue to celebrate its loyal customers

By Carolyn Gruske

AYR, ONTARIO

**I**f you were looking for barbecue, cheap oil changes and education about lubricants, Ayr, Ont. was the place to be on July 18.

Quick Truck Lube hosted its ninth annual customer appreciation day at its Industrial Road facility, which is located at the intersection of Hwys. 97 and the 401 (exit 268).

It's the second time this year the company has welcomed customers and suppliers out for the day, as Quick Truck Lube held its first Fort Erie, Ont. customer appreciation day in June.

Attendance at the event was strong. "So far so good," says Quick Truck Lube president Gurjinder Johal. "Every year it's growing, growing, growing. The weather helps, especially af-



On July 18, Quick Truck Lube hosted its ninth annual customer appreciation day. There was a delicious barbecue for all hungry attendees.

ter a long winter, everybody is tired."

He says that ever since the Quick Truck Lube was launched he has owed its success to its customers, so

the annual barbecue is a way of saying thank you to them, but it's also a little bit more than that.

Johal also looks on it as an opportunity to provide a bit of service to the industry, first by offering discounted oil changes (for \$99) but mainly by giving people a chance to learn more about lubricants.

"I feel people really need education. There is so much confusion about oils and filters, and there is no education for people in this industry," says Johal. "Everybody thinks oil changes are a simple and easy job, but that's not the case. Without the right oil and filter, engine life can be shortened. If the appropriate filter and oil aren't used, you aren't maximizing your fuel economy."

That's why he invites representatives from oil and filter companies to be on hand and set up displays, so they are available to answer questions directly from customers.

"Also, having everybody together allows them to say thank you to all our customers." ●



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## Pinecrest Restaurant and Truck Stop closes its doors

VAUGHAN, ONTARIO

After 45 years as a family-run business, the Pinecrest Restaurant and Truck Stop located on Hwy. 7 between Jane and Keele has closed its doors for good.

Kay and Bill Nikolakakos took over the landmark truck stop in 1969 when they were just a couple of newlyweds.

Since then, they worked together and built up a loyal clientele.

The charming restaurant is covered in more than 500 decorative plates from returning customers who bring them as a souvenir to the couple.

Regulars of the beloved truck stop will miss the couple's hospitality and home-cooked food.

Pinecrest's doors officially closed in August. ●

# College of Trades looking to step up enforcement, ensure proper training

By James Menzies

## CONCORD, ONTARIO

The Ontario College of Trades will be ramping up enforcement, to ensure that the province's coach and truck technicians are properly trained and qualified.

That was the warning issued by the Ontario Trucking Association's Rolf VanderZwaag, when speaking at the Canadian Fleet Maintenance Seminar June 18.

Enforcement officers representing the College of Trades have done 7,084 field inspections to date, but they've been focusing on education, VanderZwaag said.

That could soon change.

"Right now they're coming in the front door. Soon they'll be coming in the back door and they won't be announcing themselves and they will be asking for qualifications from your people, to be working in your shops," VanderZwaag warned.

Among the things they'll be looking for are technicians guilty of professional misconduct, for doing things such as issuing PMVI stickers without conducting a proper inspection.

"In the past, if an improper safety

was done in your shop, you risked losing your inspection station licence," VanderZwaag said.

"Today, the mechanic also risks losing his licence. It's very important you come to an understanding with your mechanics what the requirements are of these annual safety inspections."

As of June 1, there were 30,969 truck and coach technicians registered by the College of Trades in Ontario.

The average age of technicians is 52 years, while apprentices average 30 years of age.

There are currently 3,200 truck and coach apprentices in the province. ●

# CBM concrete drivers compete

## BELLEVILLE, ONTARIO

Canada Building Materials hosted a truck rodeo June 8, which brought together 17 drivers who competed in front of 75 employees and family members.

The third annual event was held at CBM's Belleville plant and was dedicated to Mario Paniccia, a long-time employee who recently passed away.

Paniccia's family attended the event and his wife Patricia was presented with a diecast CBM mixer model.

Also invited to attend was the Kerry's Place Autism Services organization, which provides services to children with autism.

The organization was the benefactor of the day's fundraising activities, which totaled \$1,100.

Donations were made by CMB employees and the local Teamsters chapters.

Raffle winner Al Davidson donated his winnings back to the organization and then CMB agreed to match the total funds raised.

On the course, drivers competed on a track that was set up to duplicate an actual job site and had to navigate their way through eight obstacles. Their truck inspection skills were also tested.

The first place winner was Tony Parkes of CBM Cambridge.

Fred Shea of CBM Milton took second place.

Third place honours went to Dave McCreary of CBM Greater Toronto Area.

The three winners advanced to represent CBM at the RMCAO Concrete Truck Rodeo in Pickering Aug. 17 at Miller Waste Systems.

The Aug. 17 competition hosted up to 40 drivers who are active members in the Ready Mixed Concrete Association of Ontario. ●

# Top Loblaw drivers crowned

## CAMBRIDGE, ONTARIO

Loblaw drivers working out of the Maple Grove Distribution Centre put their skills on display June 7, during the company's third annual truck driving championship.

The championships followed the same formula as the regional and provincial championships. There were eight obstacles on the course, which simulated some scenarios these drivers face while delivering to supermarkets. There was also a 50-question knowledge test as well as a tractor-trailer inspection test, in which drivers had eight minutes to locate five planted mechanical defects.

"These are for the most part things that these drivers do every day. However, today they had 25 judges watching very close and measuring the inches to calculate the points," said Mike Kroetsch, driver-trainer, Loblaw. "In addition to the judges there were about 120 family, friends and co-workers out there enjoying the day and the entertainment provided by this group of drivers."

The competition was followed with a barbecue, with, of course, President's Choice burgers and hot dogs served up.

The winners of the competition were: Carmine Pagliaro, first place; Ron Francis, second place; and Imran Ughradar, third place. ●

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# DriverCheck opens 'man cave'-inspired medical clinic

Drivers can now unwind in the Man Cave while they wait for the doctor.

By Sonia Straface

KITCHENER, ONTARIO

DriverCheck, a company that provides workplace medical testing and assessments to thousands of businesses across the country has recently opened a new medical clinic in Kitchener and it's nothing like your average doctor's office.

The newly redesigned and rebuilt clinic has three big screen televisions mounted to the walls, a slew of comfortable lounge chairs and even a full coffee bar. At first glance, you wouldn't even be able to tell the space

is a medical clinic. The retro Esso and Chevy signs give the illusion of a place you'd hang out and watch the game at with your buddies.

"The whole motif of the clinic is it's driver-friendly. It looks like a cross between a man cave and a clinic," said Dr. Chris Page, the company's president, who designed the space himself. "It's to make (drivers) more comfortable and to make it easier for them to get their medical done. So they have someplace where they can just pop in. There's coffee and Internet access, and there's a power bar to charge cell phones and laptops. This is really a thank you to drivers."



At DriverCheck's newest clinic in Kitchener, Ont. you can sit back, relax, and watch some TV while you wait for your medical to be done.

DriverCheck currently does medical testing for more than 6,000 companies – 5,000 of which are trucking companies.

"We do a test every 34 seconds," said Page.

But, the chic coffee bar and plasma TVs aren't the only perks of the clinic. In a normal medical office you wait half an hour flipping through three-year-old *Chatelaine's* to see your doctor for all of five minutes. This new man cave clinic, rebuilt from the original clinic that went up 18 years ago, solves that problem.

"There's no wait here," said Page. "The drivers have very busy lives and we have a doctor waiting for them instead of the other way around."

Page said that the clinic addresses the recent stresses on the health care system, like the amount of truck drivers who don't have a general practitioner.

"There's no line-up like there is at a family doctor," he said. "And the clinic services a large portion of drivers that just don't have a family doctor."

The clinic officially re-opened on July 14. It is the first of its kind in the country and Page says the hope is to have one of these man cave clinics in every major city in Canada in the near future.

"Our goal is to be able to replicate this clinic all across Canada so that drivers will know exactly where to go to get their medicals done," he said. "We want that done in the next three to five years."

There are no more medical offices like this being built just yet as the clinic is still brand new.

"We're going test this one out for now and get all the bugs out before we replicate it," Page said. "There's always bugs in it that want to sort out before we build another."

As another thank you to the Canadian drivers on the roads, Page is giving away a decked-out mystery Harley-Davidson to a lucky trucker.

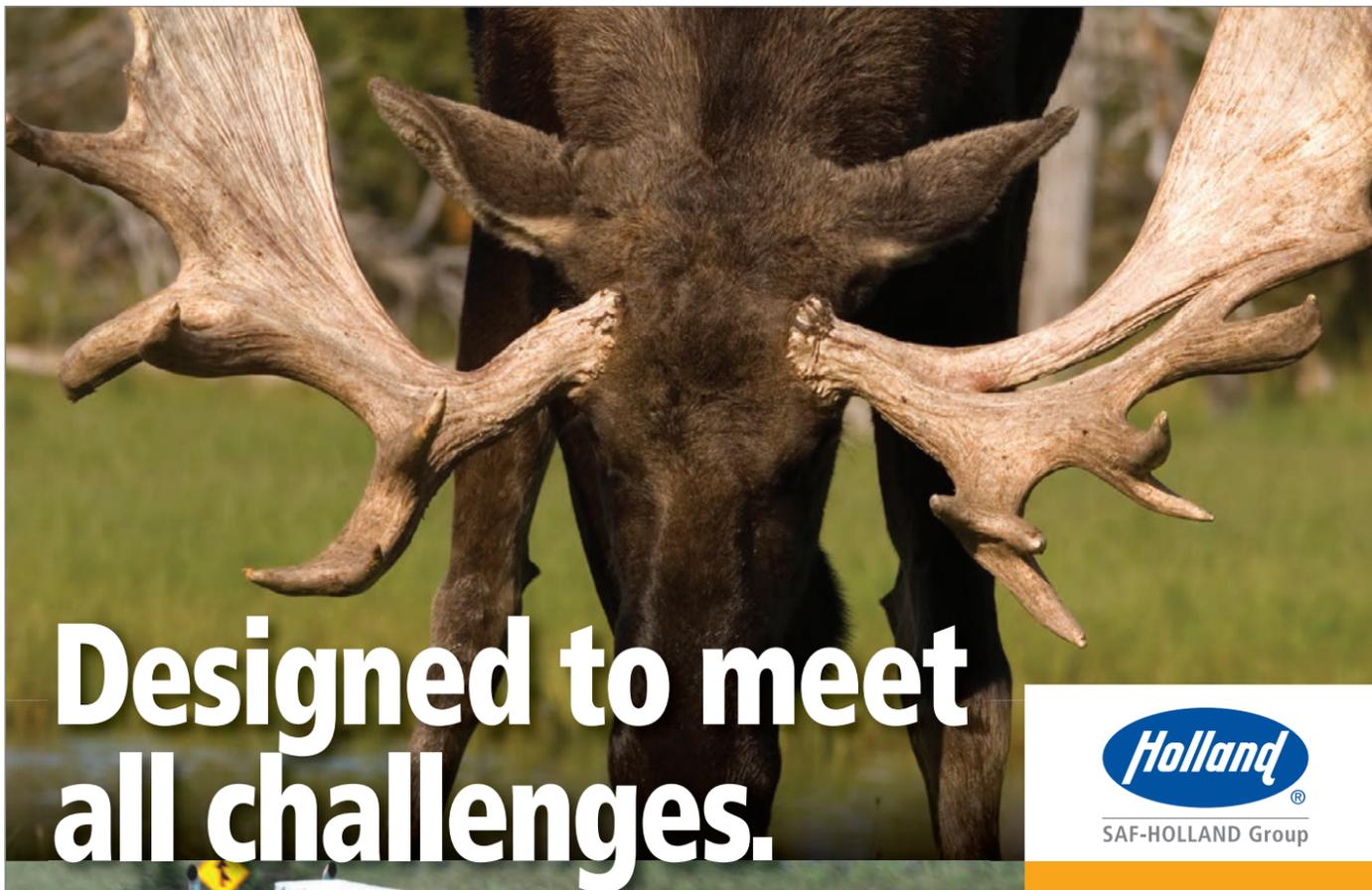
Any driver who visits the clinic to have their medical completed will be entered into a draw to win the motorcycle.

"We have 50,000 drivers that we look out for in Canada and I always wanted to sort of give them back something for the success of the company that we have," he said.

The winner will be selected at random in May 2015.

DriverCheck will also be hosting an open house on Sept. 5 to allow all interested patrons to have a look at the new clinic.

The open house runs from 11 a.m. until 3 p.m. at the clinic's location, 31 McBrine Drive in Kitchener, Ontario. The new Harley-Davidson that is up for grabs will be on display at the event in order to encourage drivers to get their medical done there. ●



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## Impaired charges laid after raised dump box takes out Burlington Skyway bridge

**OTA defends industry in wake of P.R. disaster. If found guilty, driver may have to pay for repairs.**

### BURLINGTON, ONTARIO

A truck driver is in hot water after slamming into the Burlington Skyway and keeping the Toronto-bound lanes out of commission for four days.

On Thursday July 31 a dump truck driver, who has been charged with impaired driving and one count of blood alcohol level exceeding 80 milligrams, slammed into the bridge with a raised dump bucket causing hundreds of thousands to millions of dollars in damage. The truck's raised box smashed into the overhead truss that stands nearly five metres above the road.

As a result, the bridge's Toronto-bound lanes were closed for the long weekend, causing traffic and forcing detours. The incident also left the trucking industry with yet another black eye as the media examined truck safety issues and the impairment of professional drivers.

The Ontario Trucking Association (OTA), defended the industry formally in a statement. Stephen Laskowski, senior vice-president of the association commented: "We want to ensure the motoring public that the actions this individual is accused of in no way reflect the professionalism of the hundreds of thousands of men and women who operate their trucks in a safe and courteous manner every day. The fact that truck drivers are involved in 0% of fatal collisions where alcohol or drugs is a factor speaks volumes to the professionalism of Ontario's truck drivers and the companies that employ them."

Over the August long weekend crews were hard at work repairing the damage - temporary steel beams were

installed after debris was cleared from the affected area.

The MTO's communications coordinator, Astrid Poei said that more permanent repairs are still required, and will happen in the nighttime over the next two months. Lane reductions during this period should be expected, but the bridge will remain open.

As for the driver, if he is found guilty he will be expected to pay for the inevitably expensive and extensive damages. ●

## Registration open for OTA's Big Wheels Bike & Car Rally

### TORONTO, ONTARIO

Registration is open for the second annual OTA Big Wheels Bike & Car Rally.

Patrons are invited to take their classic sports car, truck or motorcycle out for a ride across Ontario.

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The convoy will also stop for lunch midway through the journey to Barrie.

At Horseshoe Valley there will be a Show 'n Shine contest, live rock music and a barbecue. To register or for more information, visit the official Web site at [www.OTARally.ca](http://www.OTARally.ca). ●

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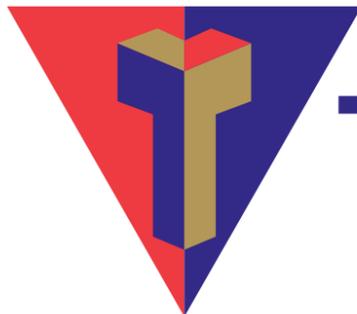
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# Praxair shares secrets to getting good night's sleep

By Sonia Straface

KING CITY, ONTARIO

Though no one in the audience was actually asleep, a statistic presented at the driver fatigue seminar at the 2014 PMTC convention was a real eye-opener: more than 28% of truck drivers have sleep apnea, the sleep disorder that interrupts breathing while sleeping.

Those who have sleep apnea may not even be aware they stop breathing sometimes hundreds of times during the night and often, if a partner doesn't realize this (loud snoring is often a sign), it goes undiagnosed. Because of the extended periods where one's body stops breathing, it may mean the brain and rest of the body may not be getting enough oxygen, which can lead to high blood pressure, and increased chance of heart attack and stroke.

Those at risk for sleep apnea are males who are overweight and over the age of 40 - sounds familiar, doesn't it? Truck drivers fit this description to a tee so it's not that surprising that almost one in three suffer from the disorder.

David Marvin, director of transportation at Praxair was the speaker of the seminar, and explained how sleep apnea testing is mandatory for Praxair drivers in the US. For those who think they may have sleep apnea, they fill out a questionnaire, then Praxair will set up a consultation with a sleep doctor, followed by an overnight stay in a sleep lab. If an employee does indeed have sleep apnea, the next step is to get them on a CPAP (Continuous Positive Airway Pressure) machine.

"This testing will be voluntary for drivers in Canada starting in July," added Marvin.

For the other 72% who don't suffer from sleep apnea, driver fatigue could still be a safety concern.

During the seminar, Marvin outlined how Praxair is going above and beyond the industry standard to protect and educate its drivers on this often-ignored issue and explained why other fleets should be following suit.

"We are often not good judges of

how fatigued we are," said Marvin. "This is because in the past we regulated hours that we worked instead of hours we slept. The more a driver could get completed in a day, the higher they were regarded."

He asked the crowd if anyone in the audience had ever driven while they knew they were clearly tired and fatigued and almost every hand in the room went up - not surprising as a recent study shows that drivers in North America average less than five hours of sleep per night.

If that isn't scary enough, Marvin played several videos of the dangers of driving while fatigued. An in-cab, forward-facing camera showed a driver drifting into another lane because he didn't know how tired he was. Luckily, the driver was okay and able to get back into his lane without incident because all Praxair trucks are equipped with the forward-facing cameras and lane departure warning systems.

To keep their drivers safe and make it known that fatigue is a serious issue that shouldn't be ignored, Praxair has implemented driver fatigue programs to help its employees become more educated on why they need to hit the hay.

Drivers were given a training module that included three 20-minute videos that educated drivers on quality of sleep, their body clock, sleep hygiene and nighttime versus daytime sleep and napping techniques.

The fatigue workshop also taught night drivers about why they may not feel tired come morning time.

"We had some locations where drivers would work a night shift and finish their shift at 7 to 10 a.m.," said Marvin. "At that time, sunlight's hitting their eyes and their body is telling them they're awake."

According to Marvin, night drivers lose 2.5 hours of sleep compared to day drivers because sunlight provides a primary cue for a person's circadian rhythm. To solve this issue, Praxair altered the night drivers' hours so they finish a shift before dawn allowing them to get adequate rest after work.

Marvin provided the audience with some key takeaways from the fatigue

program that everyone could use to educate their own fleets. Some of the more interesting points were:

- The average person spends one third of their life asleep. This is equivalent to 25 years.
- People sleep in cycles of 1.5 hours.
- Calculate your bedtime using the formula (wake up time - hours you

In addition, the system can also detect monotonous steering, which is often associated with fatigued drivers.

"It will alert the tired when he is fatigued and hopefully he will pull over," said Marvin. "It's not intrusive for the driver it's essentially just another warning light."

**"We are often not good judges of how fatigued we are...In the past we regulated hours that we worked instead of hours we slept."**

David Marvin, Praxair

need to spend asleep + 20 minutes to fall asleep)

- Naps should be 20-30 minutes or 1.5 hours in duration.
- Rotating shifts from day to night should be avoided.

"At the end of the workshops participants know how to measure sleep in cycles, how and when to nap and how to manage sleep debt," said Marvin. "The drivers strongly agreed that their quality of sleep improved after the training."

In addition to the workshop, Praxair enables its trucks with AS-TiD (Advisory System for Tired Drivers) that is a both knowledge-based and steering-based system. ASTiD is mounted inside of a cab and predicts hour-by-hour the likelihood of the driver falling asleep based on how long the driver has been on the road.

If that isn't enough, before shifts, Praxair drivers also take a Fit For Duty test that measures their alertness before they go on the road. The test is made up of five questions and can be taken on the driver's on-board computer system. Failure of the test means the drivers must report to their supervisor for further instruction.

All these efforts haven't gone unnoticed as Marvin said that Praxair's statistics show a major reduction in rollovers. In 2008, the company had 23. And in 2012, the company cut that number in more than half with only 10 rollovers reported. Numbers don't lie which begs the question: will more fleets be implementing the same workshops for their own drivers? It's something fleet managers should definitely sleep on. ●

## Canadian spot market sets all-time record

TORONTO, ONTARIO

The Canadian spot market remains strong, setting an all-time six-month record during the first half of 2014.

The TransCore Link Logistics Canadian Freight Index saw volumes swell 42% year-over-year during the first half of 2014. The year's first half also set a new high for any six-month period since TransCore began tracking the data.

June marked the sixth straight month of record-setting volumes, according to TransCore, but month-over-month volumes were flat from May to June and Q2 volumes were down 4% compared to the first quarter.

However, Q2 volumes were up a sharp 38% compared to Q2-2013.

TransCore's Canadian Freight Index measures trends from about 5,000 Canadian trucking firms and freight brokers. It found cross-border postings accounted for 72% of total load volumes in June. Cross-border loads originating in Canada increased 67% year-over-year while cross-border loads originating in the US were up 30% y-o-y.

Equipment postings were down slightly in June and truck levels remain low compared to last year's levels, down 12% year-over-year in June. ●

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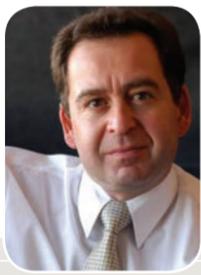
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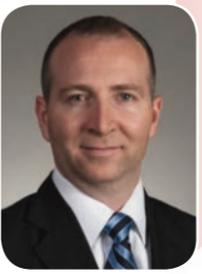
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# Turning telematics into a rate increase

In today's environment, leveraging telematics to reduce costs can be easier than passing on a rate increase

By James Menzies

CONCORD, ONTARIO

Trucking companies that could only dream of getting a 20 cent per mile increase from their customers, may be able to achieve the equivalent in cost savings by harnessing the potential of telematics.

That was the message from Mike Ham, vice-president of Shaw Tracking, when speaking at the Canadian Fleet Maintenance Seminar on June 18.

Ham said the figures were based on a 100-truck fleet averaging 120,000 miles per year each truck at 7 mpg, paying \$4.25 per gallon of fuel. The savings come in the form of greater safety and compliance, fuel and driver performance enhancements and productivity gains, and assume that the company was using no telematics at all to begin with.

Telematics has evolved since its inception when it was focused solely on locating assets and facilitating communication between drivers and dispatch.

"Telematics, in my mind, has morphed into, how much information can we provide and how can we help customers look at it to make good decisions?" Ham said. "In the last four to five years, the world has changed drastically. We have a very high-powered piece of technology in the truck and now it's all about the informa-

tion that flows back and forth."

A fleet that wants to achieve the full potential of telematics can realize the following savings, according to Ham:

*Navigation to reduce out-of-route miles:* 7 cents/miles

*Vehicle inspection reports to eliminate paper and improve accuracy:* 0.5 cents/mile

*Automated fuel tax reporting:* 0.3 cents/mile

*Vehicle maintenance management to save time:* 1 cent/mile

*Hours-of-service monitoring to reduce costs and improve compliance:* 1.4 cents/mile

*SpeedGauge to identify speeding drivers:* 0.5 cents/mile

*Performance monitoring:* 4.5 cents/mile

*Driver scorecards:* 1.2 cents/mile

*In-Cab scanning to expedite billing process, reduce errors:* 1.2 cents/mile

*Driver workflow, to increase efficiency and reduce manual data entry:* 2.4 cents/mile

There's 20 cents a mile, which for the above-mentioned fleet would result in \$2.4 million in savings per year. Of course, there are implementation costs to consider and these results are based on "best case scenarios," in fleets not currently doing any of the above, Ham acknowledged. Still, the potential savings

are difficult to ignore.

Vince Tarantini of Carmen Transportation, said he realized his company needed to leverage the power of telematics to improve its safety record after a couple "rough years."

"I realized that if we were going to stay in this business and grow, we had to leverage technology, not just for visibility and clarity, but we want to make sure that if we're going to play this game, we're going to do so within the context of the rules - from road rules to moral rules," Tarantini said.

He admitted carriers historically subsidized 20-hour workdays and down-loaded inefficiencies onto the drivers instead of turning away unprofitable business.

"Today, I'm able to use the data that I get from the trucks to adjust. That may mean spec'ing my trucks differently or turning away business opportunities," he said. "Just because a customer wants to give me freight doesn't mean it's going to fit my business model."

Arming himself with the data generated by telematics has helped Tarantini show his salespeople why certain jobs are not worth accepting. It also allows him to remotely monitor the performance of drivers and equipment and intervene early with either when necessary.

It has allowed him to reduce operat-

ing costs, which in this environment, is easier to do than to get a rate increase, he added. However, Tarantini cautioned it's not enough to simply deploy a telematics system across the fleet; you also have to invest the time in training so that it's properly utilized if you hope to see the benefits. ●

## Tips for deploying telematics

CONCORD, ONTARIO

Mike Ham, v.p. of Shaw Tracking, provided this list of 10 tips on how to effectively deploy telematics in your fleet operation:

1. **Get internally aligned**
2. **Train, train and support**
3. **Responsibility: Whose job is it to get the info?**
4. **Consistency of managing information**
5. **Commitment to take it to the next level: Once you've reached your KPIs, retool the program to achieve new targets.**
6. **Build your corporate reputation: Demonstrate you run compliant**
7. **Focus on process: "Take that information and build it into processes; make sure it feeds the engine."**
8. **Share with your customers to create knowledge and relationships**
9. **Drivers want it, need it and expect it: "Drivers want this information; they want to improve their own productivity."**
10. **Create a new culture: "It's very refreshing to have conversations with owners of trucking companies who know their metrics."** ●

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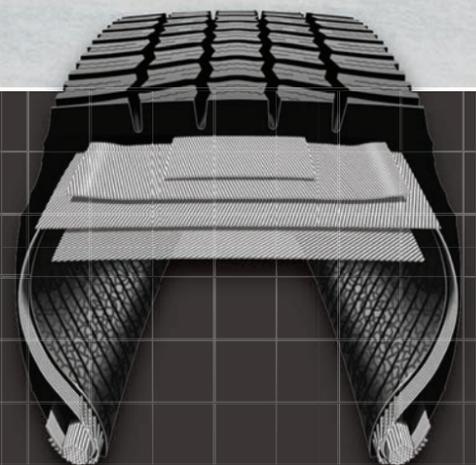


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# Gentlemen, get growing!

By Sonia Straface

For the month of November, men across the country will be growing their moustaches to become walking, talking billboards for the benefit of men's health in Canada.

If you've never heard of Movember or haven't noticed the abundance of hairy upper lips in the second last month of the year, it's a charitable initiative in which for the 30 days in November men grow a mustache on their clean-shaven face to raise funds and promote awareness about men's health across Canada. Twenty one countries worldwide currently support Movember and its goal is to make men more aware of the health risks they face and get them to take action to get well. Specifically, the charity recognizes and provides financial support to efforts combating testicular cancer, prostate cancer, and men's mental health.

According to the Movember Web site, men on average have shorter life spans than women (the average life expectancy for males is 78, while women's is 82), are less likely to speak up and seek medical attention when they are feeling mentally or physically ill and one in seven Canadian men will develop prostate cancer.

It's because of these statistics, said Jeff Lohnes, business engagement manager for Movember Canada, that

the charity essentially exists.

It's no surprise that the trucking industry in particular has been a huge supporter of the charity since the industry is male-dominated. Not only that but males in the industry aren't exactly poster boys for health and wellness because of their sedentary lifestyle, smoker status and increasing age. Despite this, Movember seems to attract truckers across the country because it's easy to participate and the funds raised go to a good cause.

"The trucking community has been very supportive of Movember and men's health awareness," said Lohnes. "We've had various companies from across the country take part in the campaign. At the end of the day, being a trucker, they actually have a mustache named after them and there aren't many industries that can claim that. There's been pretty big support (in the industry) because trucking and mustaches go hand-in-hand in a fun way."

Lohnes said women are also encouraged to participate in the charity. Though they don't grow a mustache, women (called Mo Sistas) still do everything a Mo Bro (a man who participates in the Movember charity) does by raising money and awareness for men's health. Lohnes says women are especially important for the charity because "women really are the gatekeepers to men's health and they look after so much family health."

This would be especially true for married truck drivers who don't have time to make an appointment with their general practitioner themselves or brush off an ailment hoping it gets better while they're on the road instead of worrying their wives or seeing a doctor themselves.

"We really encourage both men and women to register," said Lohnes.

Since its inception in 2003 in Mel-

bourne, the Movember Foundation has raised more than \$572 million across 21 countries. In 2012, Canadian Mo Bros and Mo Sistas raised \$42.6 million for the charity. According to the Foundation, the impact of the charity is tangible, and they claim that 79% of participants discussed their own health with family and friends, 69% of participants had seen their doctor for a check-up and 43% became more aware of the health risks they face.

You can sign up to participate in the Movember movement on Sept. 15 at [www.movember.com](http://www.movember.com) when registration officially opens. ●

## Police recover \$1.4M in stolen cargo

AURORA, ONTARIO

A grand piano, baby products and barbecues are back where they belong after York Regional Police recovered a large quantity of stolen goods, thanks to a little help from the Insurance Bureau of Canada's cargo theft reporting program.

In total the police force's auto/cargo theft unit recovered more than \$1.4 million of cargo that had been stolen in transit. The merchandise, which also included household appliances, cleaning supplies, tools, musical instruments, forklifts and vehicle antifreeze, was part of 15 separate loads that had been diverted and re-routed while in transit to retail distribution centres and shipped to independently owned warehouses for storage until the items were illegally sold. After receiving information about the thefts, police obtained search warrants and conducted raids on warehouses in Vaughan, Ont. and Toronto.

According to York Regional Police, "the majority of the property recovered has been identified and returned to the owners."

The Insurance Bureau of Canada's national cargo theft reporting database was one of the tools police used to match the recovered goods with the retailers who had items stolen.

"This is an excellent example of the effectiveness of our process. With the help of IBC's program, police were able to quickly identify the source of the stolen goods and return them to their rightful owners," said Garry Robertson, IBC's national director of investigative services. Although most of the goods have been returned, police are continuing their investigation and have asked for anybody with information to report it. ●

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## Over the Road

AL GOODHALL



# Why self-driving trucks are redundant

**W**ith all the reports out of Germany in early July regarding Daimler's self-driving trucks, I can't help but throw in my own two cents on this topic as a full-time driver.

We all know that the majority of collisions on our roads are caused by driver error. Automation can eliminate fatigued driving, distracted driving, speeding, and other bad driving habits.

If safety were the sole motivator of vehicle automation we would all be embracing the technology.

But of course safety is only one factor, albeit an important one. When

technology impacts our personal lives and changes how we live, work, and play – then the issue becomes murky.

So what about productivity gains? The first thing that comes to mind is improved fuel mileage. I was surprised that Daimler stated this technology would mean an immediate gain of 5% in fuel mileage. Five per cent? Really? That's it?

I have no idea how Daimler calculated this, but research has shown that drivers can impact fuel economy by as much as 20% according to some of the Fleetsmart training material I've been exposed to.

I'll assume that Daimler's numbers are gains above their current fuel mileage standards of vehicles driven to specification, something that

doesn't happen all of the time in real-world applications. So I think trucking companies would realize much better gains in fuel economy with automated trucks.

In this regard, is automation much different than imposing speed limiters on the industry, since a driver would always be behind the wheel? Would it be accepted by current drivers any differently than speed limiters have been?

Consider this quote taken from the TruckNews.com article posted on July 3, *Daimler demonstrates self-driving trucks*.

"Autonomous driving will inevitably also change the job profile of truck drivers," said Dr. Ing. Klaus Ruff. "They will gain time for other

activities than just driving the truck: office work, social interaction, relaxation periods. Autonomous driving will make the driver's working time more varied and less stressful, and help to make long-distance driving more attractive as a profession."

Okay, so first of all let's look at the concept of office work while on the road.

Are we to become driver/dispatcher/load planner? Perhaps we are. There are great efficiencies and costs to be gained here but it's not what I signed up for, how about you?

Social interaction? I spend 120 hours per week in my truck. I drive it, eat in it and sleep in it. In an automated truck I would still be doing the same. Social interaction would come through electronic media, which gets old in a hurry.

Relaxation periods? Those happen outside the normal working environment. Just because I don't have to pay attention to the road does not necessarily equate with relaxation time.

The greatest stresses we face as drivers result from the amount of time we spend on the road – not from how we spend that time on the road.

For me, relaxation and social interaction happen when I am at home away from the everyday responsibilities of the job and not in care and control of my vehicle. That care and control happens whether or not I am on-duty.

I'm not clear on exactly how my working time will become less stressful if you were to turn over some of my driving responsibilities to an automated truck, replace them with some "office work" but still leave me with 100% of the responsibility for the operation of that truck while it's rolling down the road.

After all, I would still be the driver of record in the seat, right?

How would all of this equate to our profession becoming more attractive? I'm not clear on that. Why would someone want to sit in a truck for all of those hours doing the work they could do at home on a tablet unless they were paid an above-average income? They wouldn't.

If automation is about efficiency, how is this attractive in any way? It's not. It's just a stepping stone to automated driverless trucks. That's where the real cost savings and improved safety lie.

The driver is the weak link here and I don't think we should lose sight of that fact.

This is a contentious opinion, I know, but where else does automation lead in regard to cost control? We only have to look around to see how labour-intensive positions are being made increasingly redundant through technology. This has been going on for decades now and it is not going to abate anytime in the near future.

There is no doubt in my mind that automated trucks that eventually lead to driverless trucks is a good thing for our society on many fronts.

At the same time it leads to the redundancy of millions of middle-class jobs from the marketplace across North America.

We certainly have no final word on this topic. ●

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Al Goodhall has been a professional long-haul driver since 1998. He shares his experiences via his 'Over the Road' blog at <http://truckingacrosscanada.blogspot.com>. You can also follow him on Twitter at @Al\_Goodhall.

## Industry Issues

DAVID BRADLEY



# TFWP changes boost low-skill image

**R**egardless of whether yours is a carrier that participates in the Temporary Foreign Worker Program (TFWP), or whether you agree with the program or not, recently introduced changes should be of concern to the entire Canadian trucking industry.

In the grand scheme of things, a relatively small number of carriers participate in the TFWP. But, for those that do, they will say that it is the last remaining way for them to get idled trucks moving for a period of time when all efforts to recruit Canadians have been exhausted.

The TFWP was already expensive and cumbersome before the recent changes. Now it is even more costly and restrictive to the point where some carriers will be forced to abandon the program altogether.

This could have significant implications for those carriers and their customers.

But, the more universal problem underscored by the recent changes to the TFWP – and why everyone in the industry should be concerned – is that they reinforce the notion that truck driving, as an occupation, has about the same standing as a burger flipper in the government's eyes.

For years, CTA has – given the level of skill, training, planning, administration and legal compliance required to do the job – objected to the classification of truck drivers as unskilled under the National Occupational Classification (NOC), which is the underpinning for government policy on which occupations are eligible for training funds, immigration, and programs like the TFWP.

In 2009, a research report conducted by Hiscott Consulting for the last review of the NOC by the federal department now called Employment and Social Development Canada (ESDC), recommended occupation 7411 (Truck Drivers) be re-classified from Skill Level C (low skilled) to Skill Level B. For reasons that were never fully explained, that recommendation was not adopted.

The implications of this misclassification of truck drivers are significant. The trucking industry hauls 90% of all consumer products and foodstuffs and almost 60% by value of Canada's trade with the US.

It is facing a chronic shortage of drivers, which the Conference Board of Canada forecasts will reach as high as 33,000 (mostly of long-haul tractor-trailer drivers) by 2020.

The industry has been put in an untenable situation. Labelling the occupation as low skill creates huge barriers and disincentives to people who might otherwise consider driving in Canada for a living.

On the one hand the federal government is telling employers in the trucking sector they should be hiring Canadians first to fill driver vacancies (which everyone agrees with). But, on the other hand, by classifying the occupation as low skill, Canadians who might consider becoming truck drivers are excluded (through key programs like the Canada Jobs Grant) from funding for the training

they will need to become employable. Low skilled occupations are also at the bottom of the priority list when it comes to immigration.

Other than in a few provinces with receptive Provincial Nominee Programs (where the TFWP can be a stepping stone to permanent residence status and a path to citizenship), qualified, experienced truck drivers who would love to work in

hourly wage for all occupations in a province to the median hourly wage for that occupation in the province.

The result of this is that in all but two provinces (B.C. and Alberta) the occupation of truck driver is deemed to be low wage. (Quebec is exempt from all the changes to the TFWP).

This is not about whether truck drivers should be paid more. The CTA Blue Ribbon Task Force has already

**Labelling the occupation as low skill creates huge barriers and disincentives to people who might otherwise consider driving in Canada for a living.**

Canada and become Canadians have no chance of doing so.

The recent changes to the TFWP serve to exacerbate the situation. In one sense ESDC seems to acknowledge the problems that are inherent in the current classification system for certain occupations by introducing the concept of high/low wage occupations as opposed to low/high skilled workers.

The determination of whether an occupation is low or high wage is conducted by comparing the median

acknowledged that industry compensation packages need to be as competitive – or better – than that available in other occupations and sectors in order to attract and retain drivers.

Part of the problem is that most tractor-trailer drivers at least are paid by the mile. In addition, all types of truck drivers are lumped together in the NOC.

As usual trucking does not fit into the typical 9-to-5 office/factory world that most government analysis and data is based on.

Trucking complicates things. CTA has proposed that tractor-trailer drivers should have their own classification distinct from drivers of other vehicles.

While the tractor-trailer/straight truck comparison may not apply in all cases for the most part tractor-trailer drivers tend to earn higher wages, are far less likely to be paid by the hour, work longer hours, drive longer distances, require a different class of license, etc., than most straight truck drivers.

There are certainly straight truck drivers in specialized sectors who would earn wages as high as or even higher than some tractor-trailer drivers.

Nonetheless, separating the two is a superior methodology to the one currently in use.

Last year, CTA asked the Minister of ESDC, Jason Kenney, if he would consider moving up the timetable and accelerating a review of the NOC for truck drivers. (CTA and the provincial associations are also seeking mandatory entry-level training to a national occupational standard currently being developed by Trucking HR Canada with assistance from ESDC).

With the recently announced changes to the TFWP, a review of the NOC to ensure the occupation of truck driver, or the various types of truck drivers are properly classified, is even more critical today than it has ever been. ●

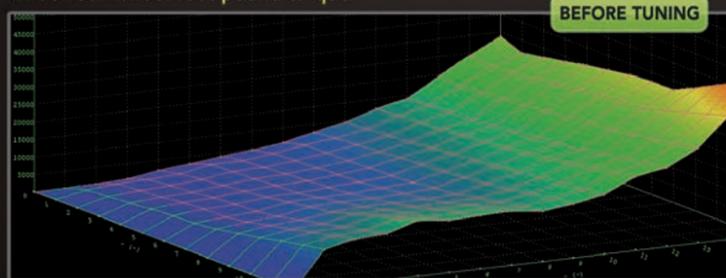
*David Bradley is president of the Ontario Trucking Association and chief executive officer of the Canadian Trucking Alliance.*

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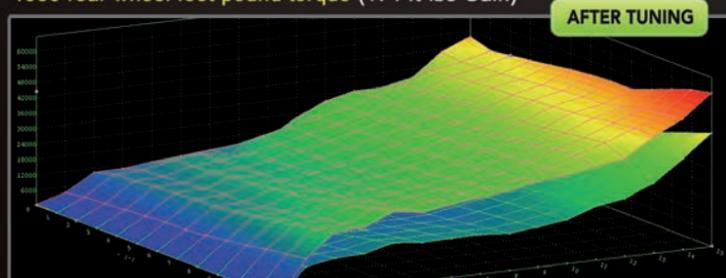
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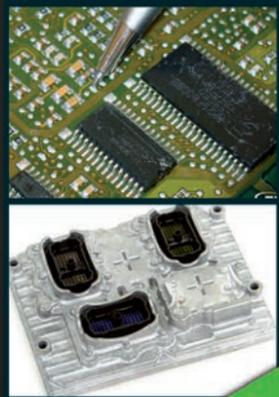
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DANIELLE PITL &amp; HEATHER BLACKWELL

# A smart social media strategy is key

**W**e live and work in an increasingly connected world, where employees and customers alike can easily share a wealth of information. A recent survey by Media Technology Monitor found that 71% of Internet users are now active on social media, and the interest in platforms such as Facebook, LinkedIn and Twitter continues to grow. This is all a good thing – as long as the online conversations are managed against the backdrop of an effective social media strategy.

Any corporate strategy designed to manage such messages begins with a clear understanding of how different social media platforms are used. Linke-

dIn, for example, gives business professionals a place to share everything from contact details to virtual resumes and recommendations. Facebook, which according to Media Technology Monitor reaches a whopping 93% of Canada's social media users, tends to be a stronger platform for personal and lifestyle-related posts. Twitter's 140-character bites of information offer a quick way to share news and engage in related conversations.

Each can be used by a fleet in a different way. Sales teams may use LinkedIn to build business connections, while employees throughout the fleet can participate in designed discussion groups. Facebook gives otherwise isolated drivers a chance to share pictures and updates with co-workers, family and

friends. Twitter might be used to spread safety-related messages and the positive results from a roadside inspection blitz, all helping to reinforce the company's commitment to a professional workplace.

There is no shortage of good news to share. These platforms offer a place to welcome new customers, acknowledge drivers who reach milestones such as one million safe kilometres, or simply announce the newest members of a team. Recruiters have been known to ask drivers to share and like company posts about job openings. In fact, every positive message can be liked or shared, to help expand the audience.

Of course, the conversations are a two-way street. Not every posted comment or bit of news will be positive. But

a formal policy and strategy will turn these situations into a learning experience, and even enhance the company's image in the process.

A formal social media policy serves to remind employees that they are representing the company brand whenever they post information about a fleet – even on a personal account. It stresses an employee's role as a business ambassador and how every post can reach a wide audience, making it important to remain factual and respectful of others.

After all, a negative post about the fleet could affect everything from recruiting efforts to sales.

Simply encouraging workers to pause and think about the broader impact before posting any details can help to avoid many common pitfalls.

Formal policies also offer a chance to reinforce that some company information is only meant for internal eyes. They can explore the kind of information people can be expected to share, and the details such as a trailer's destination which should remain in house. And they define who is authorized to speak on behalf of the company, or use branding elements such as logos.

Those who are authorized to post information on a company account, meanwhile, can be provided with the information that will ensure posts align with corporate values.

One way to draw the line between personal and corporate opinions is to ensure company email addresses and computers are not used to establish personal social media accounts. Bloggers can be encouraged to add disclaimers to their posts to stress that opinions are theirs alone, and not that of their employer.

Like every other company policy it has a home in a driver's file, where a signed copy will demonstrate that the information was reviewed and understood.

Fleets that take the time to monitor posts about their business also have the chance to monitor employee and customer opinions which might otherwise be hidden or be grumbled around a loading dock. Negative comments can be transformed into a learning experience.

Facing a customer who has vented about a late delivery or poor service, for example, a fleet can use the same social media platform to respond. People will often remove complaints when a company provides an apology about the negative experience, promises to correct the matter, and then offers to discuss the issue offline.

Drivers can also be approached about online posts that complain about working conditions, to ensure that the underlying challenges are actually addressed. It is all about making connections, and acting on the lessons that are learned.



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*This month's experts are Danielle Pitl and Heather Blackwell. Danielle is the director, corporate communications for Northbridge Financial Corporation and has been working as a communications professional for more than eight years. Heather has seven years' experience in trucking safety and compliance and now provides support to the Northbridge Insurance risk services team. Northbridge Insurance is a leading Canadian commercial insurer built on the strength of four companies with a longstanding history in the marketplace and has been serving the trucking industry for more than 60 years. You can visit them at [www.nbins.com](http://www.nbins.com).*



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**A painful separation**

I recently had a professional truck driver come to my clinic complaining of severe shoulder pain following a fall from his trailer. He reported that he had slipped on the wet deck of his flatbed trailer and fell to the ground below. As he fell, his shoulder struck the outside edge of the trailer. Upon examination, I immediately noticed a bump at the top of his shoulder which is usually a telltale sign of a shoulder separation.

A separated shoulder is an injury to the ligaments that connect the collarbone to the shoulder blade. Shoulder separations can range in severity from mild to severe. In severe cases, the ligaments involved are completely torn or ruptured.

The most common symptom of a shoulder separation is pain and swelling on the top part of the shoulder. Bruising and arm weakness may also be present in moderate to severe cases. It is also very common for the patient to experience a limited range of motion of the injured shoulder.

A doctor can usually diagnose a separated shoulder by performing a physical examination, however, an X-ray may be necessary to confirm the diagnosis.

There are many different causes of this type of injury, however by far the most common cause is a direct blow to the point of the shoulder or a direct fall on the shoulder. People who participate in contact sports such as football and hockey are at a higher risk of sustaining a separated shoulder.

The good news is that most people fully recover from a separated shoulder with conservative treatment. A minor injury will usually heal on its own within a few weeks. More severe separations may take months to fully heal.

The treatment of shoulder separations usually begins with rest and over-the-counter pain relievers such as acetaminophen and ibuprofen. It may be necessary to place the shoulder in a sling to relieve pressure and promote healing. In addition, ice application can help reduce pain and swelling. In severe cases, physical therapy may be needed to help restore strength and motion to the shoulder.

If conservative treatments fail or the separation is severe, surgery may be an option. The goal of surgery is to stabilize and reposition the injured bones by reconnecting the torn ligaments. The recovery from this type of surgery varies.

As I always say, prevention is the best treatment. It is important for professional truck drivers to use extra caution in situations that may result in a slip or fall. Wearing proper footwear which provides adequate traction is vital. ●

*Dr. Christopher H. Singh runs Trans Canada Chiropractic at the 230 Truck Stop in Woodstock, Ont. He can be reached at 519-421-2024.*

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## Preventive Maintenance

KAREN BOWEN



## Chia: A healthy pet project

**Y**ou may remember receiving a Chia Pet in the 1980s – a ceramic head that grew green hair after being watered. Those green hairs were actually sprouts from chia seeds that had been planted within the ceramic head.

Although Chia Pets have lost their popularity as gifts over the years, chia seeds have been gaining in popularity in North America as a food source due to their low calorie content and relatively high nutritional offering.

The chia plant is native to Mexico and Guatemala, where according to historical records dating back thousands of years, chia seeds acted as a food staple along with beans and corn. Currently, chia seeds and flaxseed are considered equally nutritious. However, since flaxseed needs to be ground or milled for the body to use it and chia seeds can be absorbed whole, chia seems a more convenient addition to your diet.

The mild, nutty flavour of chia seeds makes them easy to add to foods and beverages, whether eaten raw, soaked in juice, or added to porridges and puddings.

They can be sprinkled on cereal, sauces, vegetables, rice dishes, or yogurt or mixed into drinks and

baked goods.

Because they absorb both water and fat, chia seeds can thicken sauces or smoothies and can even be used as an egg substitute in recipes.

Mixed with water, they become gel; stirred into fruit puree they become an overnight jam.

Each time you add chia seeds to a food, you add nutritional value with very few calories.

One ounce of chia seeds (around two tablespoons), only 139 calories, delivers these vital nutrients: four grams of protein, nine grams of fatty acids, including Omega-3 and Omega-6 fatty acids, 12 grams carbohydrates and 11 grams of fibre, plus vitamins and minerals, but no cholesterol or gluten.

Because chia seeds contain good amounts of the eight essential amino acids, they are considered a complete protein.

Around 14% protein by weight, chia delivers a very high protein ratio compared to most plants.

Of the nine grams of fatty acids found in an ounce of chia seeds, 5.1 grams are Omega-3 fatty acids.

The Omega-3 in one ounce of chia seeds equals that in 15 ounces of salmon.

You would need to eat 1,000 ounces of salmon to get the same amount

of Omega-6 as in one ounce of chia seeds.

Gram for gram, chia seeds do contain a high ratio of Omega fatty acids, but they are in the form of ALA (Alpha Linolenic Acid), which your body must convert into a more active form before it can be used. Fish sources can be used immediately. However, milling chia seeds is recommended to allow your body to more readily process ALA.

If you count carbohydrates, you may be concerned that one ounce of chia seeds has 12 grams of carbohydrate.

However, 11 of these grams are comprised of fibre, which will not be digested or absorbed by your body, so it will not raise your blood sugar or require insulin to break it down.

For this reason, one ounce of chia seeds only contains one 'true' gram of carbohydrate, which makes it appropriate for a low-carb diet and beneficial for people with Type 2 diabetes.

Since chia seeds are 40% fibre by weight, they can absorb up to 10-12 times their weight in water. Just one ounce of chia seeds provides 42% of the recommended daily value of fibre, helping prevent constipation, diverticulitis, elevated blood sugar, and high cholesterol.

One ounce of chia seeds also deliv-

ers highly concentrated amounts of vitamins and minerals.

To get the same amount of calcium, you'd need to drink six ounces of milk. To get an equal amount of iron, you'd need to eat two ounces of spinach. For magnesium, you'd need 14 ounces of broccoli.

For potassium, you'd need 1.5 ounces of bananas.

For Vitamin C, you'd need to eat seven whole oranges! Chia also contains zinc, niacin, folate and Vitamin A. Chia seeds are high in antioxidants, too, which fight free radicals and avoid molecular cell damage that can lead to cancer, coronary disease and Alzheimer's.

If you have celiac disease or are gluten intolerant, chia seeds can be used as a grain substitute.

Cholesterol- and gluten-free, ground chia seeds can be used alone, or mixed with other gluten-free flours as a wheat-flour substitute.

Even with all these potential health benefits, consult your doctor before adding chia to your diet if you take blood thinners, blood pressure or diabetes medications, or if you are scheduled for surgery.

If you want to try them out, go to a health food store and choose either a consistent sized black or white seed.

Avoid low-quality smaller black seeds, and red seeds which were harvested too early.

Re-gift the chia seed – start a trend to your better health. 

*Karen Bowen is a professional health and nutrition consultant, and she can be reached at karen\_bowen@yahoo.com.*



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# Crossing the finish line early

## The trucking industry walks 25,000 miles in just 23 days

By **Sonia Straface**

LONDON, ONTARIO

It only took 23 and a half days, but they did it.

Over 300 participants from more than 30 teams across the US and Canada walked around the world in the month of July and they did it sooner than expected.

The competition, organized by Healthy Trucker (a division of NAL Insurance) and *Truck News*, was to, as a group, walk a total of 25,000 miles (the equivalent of walking around the world) in the month of July and participants managed to complete the challenge early with just under a week to spare.

"Although the initial goal of the challenge was to walk 25,000 miles as an industry, everyone we spoke to feels they have too much momentum going at their company to stop now and wants the challenge to continue," Glenn Caldwell, v.p. of sales at NAL Insurance and Healthy Trucker representative said when the goal was reached. "Even though the only prize offered was bragging rights, it's incredible to see what a little competi-

tion has done for the morale at many of the companies that have participated."

The challenge saw fierce competition as teams moved up and down the leaderboard, trying to earn the top spot. Each participant was equipped with a Fitbit device (a wearable pedometer) or used the Moves app on their smartphone to track their daily steps. Teams were ranked by their average steps walked over the most current seven-day period.

Originally, the challenge was created to fight the stigma of the lazy, sedentary trucking industry.

"This challenge was set up to bring more awareness to getting up and walking more," said Caldwell. "It's no secret that our industry struggles with good health. The Healthy Fleet Challenge was a fun way to encourage trucking company executives, O/Os, drivers and staff to do something about the sedentary lifestyle many of us live."

Because of the success of the challenge, Healthy Trucker and *Truck News* are working on creating a new challenge for the month of September that promises bigger and better things. Even after the goal was reached, the



Visit [TruckNews.com/videos](http://TruckNews.com/videos) to watch the "Let's Get Healthy" series to learn some easy, effective fitness tips from experts at Healthy Trucker.

leaderboard remained up for the remainder of the month.

"There is far too much interest from all participants to quit now," said Aaron Lindsay, marketing manager at Healthy Trucker. "We will keep the site open and still invite other teams to sign up to hold their own internal step challenges."

Caldwell said every fleet he spoke to about the challenge said the competition added value to its wellness goals.

"We continually look for ways to promote healthy choices for our C.A.T. team members and were very excited to be able to participate," said Sheldon Hayes, manager, safety, compliance

and recruiting. "The response we had to our communication about the challenge was tremendous, with a total of 29 people having stepped up within a week. One of the many great things about the Challenge is how easy it was to join. The Web site has helped bring our people together by having fun monitoring each other's steps, and engaging in lots of good-natured competition."

Fleets and allied trades are invited to build their teams in the weeks before the September challenge begins. To sign up to be a part of the Healthy Fleet Challenge visit the official Web site, [www.healthyfleet.com](http://www.healthyfleet.com). ●



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## Private Matters

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# Generations needn't be divided

**T**here has been a good deal written about the challenges that the trucking industry faces in attracting the next generation to its workforce.

It is a sustainability issue of paramount importance.

Considering the situation with drivers as an example, current industry research states that 46 is the average age of a driver, 26% are over 55, and that only 12% of that workforce is under the age of 30.

That important statistic was raised in the recent address by Angela Splinter and Tamara Miller during the Private Motor Truck Council of Canada conference.

It set the stage nicely for a discussion on managing generational difference, which is a different take on the issue the industry has grappled with for years.

In addition to looking for innovative ways to attract young people to the wide variety of jobs that the trucking industry has to offer, we also need to pay more attention to how we retain, and get the most out of the younger generation that we already have in those seats, according to the analysis by Trucking HR Canada.

In their presentation, Splinter and Miller proposed that taking an HR approach to the issue can help improve both recruitment and retention when it

comes to the next generation. The first step is to recognize that different generations have distinct attitudes, behaviours, and expectations, and each is motivated in distinctly different ways.

Drawing on content from *Your Guide to Human Resources*, Trucking HR Canada examined those differences as they present in four separate generations currently active in today's workforce: they identify the four groups as veterans, baby boomers, Gen-X, and Gen-Y,

**Not that money is unimportant, but more and more we are realizing that money is not the single most important determinant for a job seeker.**

all defined by age groups.

The analysis of the personality traits and approaches to work within each group is an eye-opener.

Things that many of us take for granted vis-a-vis our approach to work, what we expect out of the work environment, and what we are willing to contribute are shaped in large part by age, and the differences between the four generations are remarkable.

It appears that understanding each generation's needs and approaches to

the workplace, and how to deal with them, is a critical component of any successful HR recruitment and retention strategy.

Those who choose to ignore these differences and manage by imposing their own value system on the workforce are likely to struggle in their efforts to successfully manage in a multi-generational environment. And by the way, most workplaces include at least several generations of employees.

key subject areas, and they are markedly different. There is no one size fits all solution.

This approach to the functions of recruitment and retention is fundamentally different from the traditional method used in the trucking industry - ie., pay more money. It addresses the deeper needs of different generations that go well beyond cash.

Not that money is unimportant, but more and more we are realizing that money is not the single most important determinant for a job seeker.

The trucking industry is not unlike many others in that, although it can provide good jobs, good pay, and a good lifestyle, generally speaking it still struggles to attract new, younger workers.

The whys and wherefores of the problem have been endlessly debated and been the cause of much angst for years.

I can't count the number of forums that I have participated in where the question of how to attract young people to trucking simply reiterated the same points and complaints over and over again, without adding any new ideas to the discussion.

Trucking HR Canada has a suite of tools and resources available and they are certainly worth your consideration.

My suggestion? Reach out to Trucking HR Canada and see what they have to offer.

It's time for a new approach. You can find them at [www.truckinghr.com](http://www.truckinghr.com) or 613-244-4800. ●

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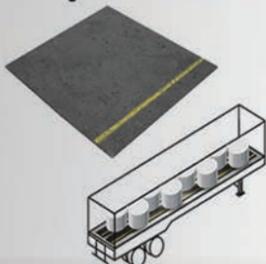
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# Driver lucky to be alive after truck filled with bullets

Continued from page 1

one berth, so there was nothing to fall down from the upper berth. The luggage compartment was secured. There was nothing that could make that sound."

Curious about the noise and wanting to stop and determine the cause, Kumar spied an exit. He didn't take it, but he pulled over just past the off-ramp calculating there would be more room on the side of the road there than on the regular highway shoulder.

"I didn't shut down the engine. I just applied my parking brakes and went to the cabin. I saw my (sleeper) cab window was down. It looked like somebody shot it - glass everywhere. I realized it was not the safest place to park, so thought let's go someplace else, like some rest area or a truck stop or take another exit. I thought let's go. So I immediately started driving again.

"I was picking up my speed. I was in the right lane and another truck driver, an American female truck driver, she put her cab lights on and was waving her hands at me like park, park. She was talking on the radio, 'You have a fuel leak.' I put my back lights on and looked what was happening to my trailer and I saw the fuel going out like a fog because my fuel tanks were full. There were 50 gallons of fuel there in my reefer tanks. I came to realize later these guys shot my fuel tank and made a hole, so fuel was coming out and spreading everywhere, covering the cars behind me."

Including the white car Kumar noticed before all the shooting.

Even though she couldn't be aware of exactly what happened to cause the fuel leak, the woman who flagged Kumar down pulled her rig over, parked it on the side of the road and got out. That gave Kumar the confidence to know the road was safe enough to pull over himself.

"She ran at me and asked me what happened. I said I realized I was shot, but I didn't realize the fuel leak. I gave my phone to her to call the cops: 9-1-1. At the same time, I went to dis-



**A mechanic repairs the reefer fuel tank that was victim of a drive-by shooting.**

connect my tractor and trailer because there was a heavy fuel leak and I didn't want, if it caught fire, to take my truck too."

Kumar pulled his truck ahead, laid out his safety triangles and within minutes, an assortment of officials had arrived, including highway troopers, firefighters and officers from the St. Croix County sheriff's office. Kumar said the firefighters were able to plug the fuel leak, but there was still a flood of diesel on the road.

By that point, Kumar and the other driver had become the centre of attention.

"The cops were very good. They came and asked me if I was safe. They talked to me. They also had a very good witness, the female driver. They interviewed her as well. They asked for my licence. I'm a trusted traveller, so I have my FAST Card. They took my FAST Card, so they know I'm not a criminal. They took my ID and kept it for an hour. I stayed there for over two hours because there were lots of things to do. They took one statement from me," he said. "Everybody was taking reports from me. They asked me for my truck insurance, my truck documents. Every-

thing was in order. After noting down everything, they gave it all back. They were good. They told me, 'You were lucky.'"

One investigator even got on the phone with Kumar's dispatcher and explained the situation to her, after Kumar has made the initial phone call, reporting what had happened. Kumar spoke with numerous people from Trappers including the company's safety team.

"Everybody was upset because it has never happened in their history. They've never had the experience of somebody shooting their truck."

While Kumar spent more than two hours on the side of the road, the other trucker was allowed to go after about 30 minutes. Kumar said that in the confusion and chaos that happened, he didn't get a chance to really talk to her.

"I don't know her name. I met her, but we didn't get much time to talk or exchange numbers or that kind of thing because of the circumstances. She called the cops and was busy with the cops.

"She had the courage to stop. Otherwise she could have just told me, 'You have a fuel leak' and went away. Some-

body else would have done that, but she stopped with me."

Around 3 a.m. Saturday, police officials informed Kumar they were going to tow his truck to the impound yard so they could continue their investigation.

They also told him to grab his bags before having an officer drive him to a local hotel.

Kumar wasn't finished telling his story, though. He had to give another, more detailed statement from his hotel room later that day.

On Sunday morning, Kumar received a call saying he could reclaim his truck, even if it wasn't ready to drive.

"I had a flat tire. I had a leaked fuel tank, so my company sent mechanics - a tire guy and a reefer mechanic with a new tank. When the tire guy replaced the tire, they found a bullet inside the tire. The same thing with the reefer tank. When they replaced the reefer tank, they got a bullet."

In total police in Wisconsin found nine bullet holes in Kumar's truck. It wasn't until he got to Canada when he realized they hadn't found them all.

"I was shot nine times - well actually 10 times. The cops counted nine, but when I stopped at the Canadian border, the Canadian Customs inspector found one more shot. They flattened my trailer tire. They shot my door of my cab - one shot that was actually supposed to hit me. They shot at the window at an angle that goes directly to the driver's seat, but I was very fortunate. That bullet hit the window frame and the aluminum was so strong that even though it's pierced, it stopped it. That was supposed to really hit me. I was so lucky.

"One shot was high, I don't know where they aimed, but it went into the cab cover - there was a hole. Two shots pierced the reefer. One shot in the landing gear and one shot made a hole in the fuel tank. There is one shot in the tire and one shot in the DEF tank. The DEF tank is on the right-hand side, so maybe they mistakenly thought it was the fuel tank they were shooting at. The last shot I found at the back of my trailer. It

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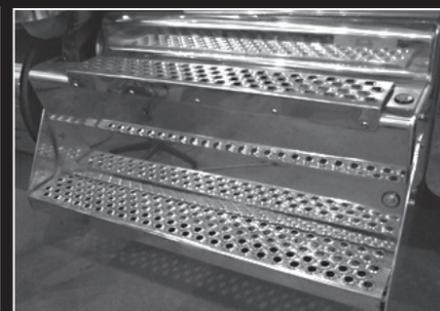
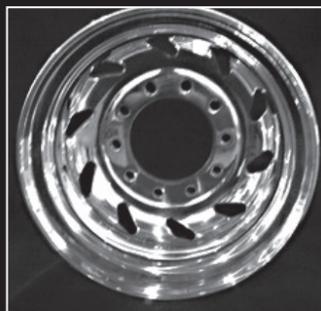
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looked to me like they slowed down and shot when I passed. They took the last shot at the back of my trailer, then they took the exit and were gone. Because they knew there was an exit ahead."

While Kumar didn't see the red or maroon car leave the highway, or even notice anything about who was in the vehicle, he has some ideas about what happened. He believes there must have been at least two, or more likely three people in the car. He also thinks they knew how to shoot and had some familiarity with trucks.

"I guess there were maybe three people, because a driver cannot shoot me while driving because of the air turbulence. When you are travelling beside a big semi going 105 km/h, there is turbulence, so he cannot safely shoot me, especially at night while being safe.

"He shot my cab. He shot my window. This cannot be done left-handed or one-handed. If he had a passenger, the passenger cannot shoot as well because he has the driver on his left-hand side. It's not easy for him to shoot me from the right side. The shot came, maybe, from the back seat - somebody sitting in the back seat on the left-hand side. I think there were three or more people," he said.

"I've heard of truckers experiencing one shot or two shots, breaking the window and they're gone. This is not like that. This is somebody who really wanted to kill me.

"The angle of the shots - if you look at the one shot at the window, it would have seriously injured me. To shoot me like that from a car to a truck, it's not that easy. A car is too low for a truck. I'm on the other side, so to target me, it's not easy. So the guys who were shooting at me were really, really good shooters. And at night, you cannot differentiate between a reefer and a dry van, and the shooters, they knew there was a diesel tank just behind the trailer they were shooting into. It's hard to see at night. They know much about trucking. These guys know much about a truck. They didn't realize I had a DEF tank on my right-hand side. They misunderstood it was a fuel tank and were shooting at that. They blew my tire. Ten shots hit me. They are very good with the guns, and they know much about the truck.

"They shot the passenger side. If any passenger was on the seat, they might have got a shot. The bullet went into the truck. It pierced the door and went into the truck. Luckily, I didn't have any passenger or co-driver or somebody sleeping at my berth, they could have been seriously injured or died. It's like they really wanted to make some serious thing. It wasn't a funny shooting - somebody randomly shooting a truck, breaking some glass and panicking. If they wanted to panic me, they could easily do that because it's hard shooting this way. They could easily shoot the windows, but they didn't shoot at the windows. It was something very serious."

While Kumar is convinced that the gunman (or gunmen) were highly skilled, St. Croix County sheriff John Shilts offered a different perspective on the shooting.

"A truck is big. We're not exactly sure just how close the vehicle was to the truck when the individual would have begun firing," he told *Truck News*.

"When we've got something the size of a tractor trailer rig, if you're



SIDHIL KUMAR

each in your own respective lanes, what do you have - six feet in between you? In that sense you don't necessarily have to be a great shot. It's like the old adage 'couldn't hit the broadside of a barn,' in this case it's similar, but it's a truck.

"Now you start putting in the factors - the size of the targets, the rates, the movements, the distance apart. My suspicion is they are quite close together when the individual fired the shots in which case he's literally aiming for the side of a barn."

Shilts said the description of a "red or maroon car" doesn't give his investigators much to go on although they checked the local area that night and found one car that matched the description. It turns out, however, its owners had an alibi and there was no evidence they were involved.

Continued on page 66

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Stay Connected:

# How to manage your multi-generational fleet

By Sonia Straface

KING CITY, ONTARIO

Managing a fleet is hard enough work, but when you have employees from four different generations, things can get a lot tougher.

Angela Splinter, CEO of Trucking HR Canada and her colleague, Tamara Miller, director, programs and services, spoke to the audience at the annual PMTC conference on how to manage the four diverse generations that you will find in your company.

A generation, as defined by the speakers at the conference, is a group of people categorized by their certain age boundaries. There are veterans (born 1922-1945), baby boomers (born 1946-1964), generation X-ers (born 1965-1980) and those in generation Y (born 1981-2000). Because there is such a vast time frame between each of these generations, each one has its own set of values, ideas and views.

"This can create tension in your workplace," said Splinter. "And you want to have a positive work environment."

Splinter told the audience at the conference that this issue is something every company should address because the driver shortage is the top HR issue in the industry. Retaining and attracting drivers is of the utmost concern today because of high turnover rates, even though

it is one of the largest occupations for males in Canada.

"Other industries are facing similar issues," said Splinter, on why the topic matters. "Our competition is really other skilled trades. And we all know the image of the industry needs some work."

After showing a rousing series of Cam Marston's videos (a hilarious author, blogger, and expert on generational change in the workplace) Splinter outlined the characteristics of all four generations to explain why tension is created if everyone is treated and managed the same way.

Veterans are hardworking, loyal, and compliant because they suffered hard economic times, like WWII.

Baby boomers invented the term "workaholic" and are very competitive despite being politically savvy and loyal to a team.

"They often have to compete because there are so many of them," said Splinter. "They had to fight their way up."

Generation X-ers are those who Marston jokes are the most cynical and unlikeable people one will meet. Though they bring a certain skepticism to the workplace, it is not without reason – this generation saw hard times as well. They witnessed the huge impact of divorce, the fall of the employer/employee contract when large amounts of people were laid

off, and a cut in education.

"This is the group that is looking for a work-life balance," added Splinter. "They want to have friends in their workplace."

And finally, Generation Y (who are sometimes called Millennials and who companies are most often looking to recruit) are very tech-savvy because they have never known life without technological advances. They have or are looking for a casual relationship with their employers.

"Many are surprised to learn they are the biggest group that have volunteer experience," noted Splinter.

There to offer up advice on how to handle the different generations in the workplace, Miller began outlining how to retain or recruit from each group.

"Veterans and baby boomers have been in the workforce and paid their dues," she said. "They are looking to take it easy and they are looking for part-time jobs."

Miller also added that highlighting your workplace's health initiatives will attract this generation because health and wellness is now a concern for them, because they are getting older.

When looking to recruit or retain Generation X-ers, Miller said it is important to stress that with the career you're offering they can still maintain the work-life balance they want.

"This can be a very cynical generation," Miller added. "But they welcome the opportunity to grow and develop. They want to advance in their careers and they want to better themselves."

Since those from the Generation Y group are so into and keen on technology, Miller suggested to reach out to them using different social media platforms like Facebook and Twitter when look-

ing to recruit. They also want to be part of a company that has fun, so Miller suggested putting testimonials from younger employees on your Web site to attract this younger group. Generation Y also wants to work for a company that has some sort of corporate responsibility to tell their friends about – like ways the company is staying green.

When working with these different generations, communication and work culture are important.

Miller said that baby boomers really appreciate being involved in decision-making and want the opportunity to mentor younger workers. When giving feedback, baby boomers tend to think no news is good news. If you don't tell them they're doing something wrong, they assume they are doing it right.

Generation X-ers put honesty first. They want to hear your feedback to better themselves – whether it's positive or negative. Generation Y, on the other hand is very accustomed to receiving praise and Miller said, "It might be devastating" if you tell them they're not doing well.

When thinking about mentoring, Miller said it was a great way to retain older employees while those in the Generation X and Y groups will enjoy the feedback and experience they gain.

Because this may seem to be all too cut and dry, Miller did add that it was important to know your employees personally and not over-stereotype based on these groups. For example, some Generation Y-ers will enjoy getting constructive criticism, some baby boomers may not make the greatest mentors and some Generation X-ers may be the most optimistic in your fleet.

"Everybody is different," said Miller. "This is really meant as a guide." ●

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# Keeping your cool and avoiding the blame game

**For years, when temperature-sensitive product went bad, carriers were a convenient scapegoat. But tracking technology that allows the remote monitoring of cargo temperatures is changing that.**

By James Menzies

When something goes awry with a shipment of temperature-sensitive product, blame is often first cast upon the carrier. This places the carrier in a precarious position. Do you dig in your heels and argue with the customer at the risk of losing future business? Or do you accept blame, even though you're confident your company maintained the integrity of the product while it was within your care?

Many refrigerated carriers are now wising up and taking advantage of the latest tracking technologies to ensure product is handled correctly while in-transit and to protect themselves – and their customers – from blame when others along the supply chain have made a mistake that compromised the product.

There are many systems on the market today that allow for the real-time, remote monitoring of cargo temperatures. Phil Langevin, president of P.A. Langevin Transport in Carleton Place, Ont., adopted Blue Tree Systems' R:COM after learning the hard way how quickly a carrier can be wrongly accused.

Langevin recalled a time when the LTL carrier was blamed when one portion of a 12,000-lb order went bad. Because the rest of the load was fine, Langevin knew the mishandling of the product didn't occur while it was in-transit, but he had little to offer in the way of proof.

"I said, 'What are you saying? That we pulled over at the side of the road, unloaded 4,000 lbs, heated it up and put it back in the trailer?'" Langevin recalled.

Meanwhile, Langevin was noticing that more shippers were sealing the trailer, making it trickier for the driver to ensure cargo temperatures were properly maintained while in-transit. Enter the R:COM system, which now allows Langevin to track cargo temperatures from his office and receive real-time alerts when something goes wrong. Previously, drivers had to visit a dealer and physically download reefer data, which was difficult to schedule while making LTL deliveries.

"By the time you get a guy over to Thermo King or Carrier to download the reefer, there's so much time involved. And we do LTL, so we do a lot of deliveries with appointments and you can't skip appointments," Langevin said. "Now, any time we need to know the temperature, it's right there at our fingertips and that makes it a lot quicker and easier."

It also makes it easier for P.A. Langevin to help its customers identify when and how product may have been mishandled along the supply chain, or at least to absolve the carrier from blame.

"If there is an issue or a claim or if they are telling us the product was at the wrong temperature, we can just download (a report) and fire it off to them to show them we had the reefer set at the proper temperatures," Langevin said.

Ram Berniker, owner of Bel Refrigerated Transport, which runs 18 trucks and 26 refrigerated trailers primarily serving the Ontario market, uses Orbcomm's StarTrak reefer monitoring system for the same reasons. It protects his customers from being wrongly blamed for product spoilage and it also absolves his company, when the product was properly delivered.

In one instance, a customer's customer moved from one warehouse to another and afterwards claimed that product was spoiled when it was delivered to the first warehouse.

"They came back and claimed the product was delivered out of temperature and the product was compromised," Berniker recalled. Even though the complaint was issued eight months after the delivery, "We provided proof of what the temperature was and what we delivered and the claim went away."

Berniker can view six months' worth of data on his computer and can ask StarTrak to go back as far as two years. The program is customizable, so Berniker can determine when he'd like to receive alerts.

"You can have notifications for everything, but at that point the deluge of data is going to be overwhelming," he said. Berniker receive alerts for things

such as low oil levels and overheated reefer units.

Andy Ellison, logistics manager with Cold Star Freight Systems, which delivers food from the Lower Mainland in B.C. to Vancouver Island, said his company tracks product temperature while in-transit, including when the trucks are aboard the ferries.

"B.C. Ferries has its own internal procedures, which dictate that we have to turn our refrigeration units off while on the ferries," he said. "It has always created a few challenges, especially on highly temperature-sensitive product. We do a lot of conveyance testing, where we will seal up the conveyance – an empty unit – turn all the refrigeration units off and see how much the temperature drops in a very specific period of time, so we know how many degrees we lose over a period of time."

It's not uncommon for Cold Star drivers to turn the reefers off as they roll onto the ferry and then power them back up as they're rolling off, Ellison noted. Cold Star uses Thermo King's Wintrac reefer tracking software and

to the customer, the question is asked 'Is there a cooler you'd like me to put this in?' Some consignees will say 'No, we'll take it from here,' but the question is still asked. It's not just a matter of dropping it on the dock and walking away because as everybody knows, things get forgotten. That skid could be sitting out there for a couple of hours."

Cold Star is diligent about maintaining its refrigeration units and has a refrigeration technician that's constantly inspecting and maintaining equipment and is on-call 24/7. The refrigeration units are maintained every six months and new trailers are ordered regularly.

"We are constantly upgrading our equipment," Ellison said. "We are constantly bringing new trailers in. Every couple of years someone comes up with a better way of keeping a trailer cold. We like to keep on the cutting edge of that."

A trailer's ability to keep in cold air is as essential as a fleet's ability to monitor temperatures. Berniker said he pays as much as twice the amount for a new refrigerated trailer as some of his competitors, even though it costs him interior space.

"I'm not able to put as many pallets on my trailer as my competition is," he said. "Because I have so much insulation I don't have the interior width to put 30 pallets in, I can only put in 28. I tell my customers what I sell them is temperature control, not space, and on the hottest day of the year on the shortest trip, this is the only way I know to achieve it."

P.A. Langevin is one of the last carriers to haul hanging beef, which requires the refrigeration unit to be constantly on, to maintain continuous airflow around the meat. Langevin said the ability to remotely monitor reefer fault codes gives him peace of mind that problems can be identified and fixed before they result in a downed unit or a lost load.

"Having this tool just allows us to make sure everything is going well with our trailer and to try to catch some of the fault codes, some of the warnings that are coming up, before the unit goes down," Langevin said.

For many transporters of temperature-sensitive food products, the mission to deliver product not only on time, but also at the correct temperature, is personal.

"We're feeding our families, so let's make sure we do everything we can to make sure the product is getting to the end-customer at the right time and the right temperature," Ellison said. "I enjoy the fact I can go into a grocery store and look at the display of chicken breasts and say, 'I know who delivered that, I know when it was delivered and that it was at the correct temperature when it got here.'"

**“Our drivers are instructed that just leaving it on the dock, that's not the end of our job.”**

Andy Ellison, Cold Star Freight

Telus' Fleet Complete for tracking and monitoring of cargo temperatures. Also, each unit is equipped with temperature probes drivers are required to use when picking up a load to ensure the integrity of the product that's being picked up for delivery.

"The most important thing to start with, at the time the product is picked up, is that it's at the correct temperature," Ellison explained. "We have a variety of different procedures in place, starting at the dock level. At dock level, drivers are checking the temperatures to ensure they're within the correct specifications."

When food becomes spoiled due to being stored at the incorrect temperature, it's usually because it was not properly stored by the receiver, Ellison noted. To reduce these incidents, Cold Star drivers offer to deliver the product right to the appropriate cooler.

"Our drivers are instructed that just leaving it on the dock, that's not the end of our job," Ellison said. "When they get

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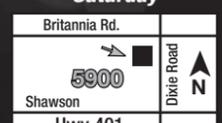
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# Volvo's VNX: A smooth-cruisin' heavy-hauler

By James Menzies

AYR, ONTARIO

When you spec' a heavy-haul tractor, some compromise is expected. Here in Canada, we're allowed to pull some pretty hefty payloads, often over mountainous terrain. To do this we need big noisy engines, stiff suspensions and nothing less than an 18-speed manual transmission. Or do we?

With its new VNX, Volvo delivers heavy-haul capabilities within a package that features all the comforts and amenities found in its VNL highway tractor. It has created a rugged truck with big-time power that drives as smoothly and quietly as any other VN.

I recently spent a couple hours driving a VNX around southwestern Ontario, pulling a load of Challenger Bulk-supplied trash contained within a seven-axle Titan trailer. The load grossed 124,278 lbs and stunk to high heavens. But this is heavy-haul – we weren't looking for a load of flowers.

It's true that southern Ontario offers few hills of any significance to truly test the D16 engine. But it does have its share of bumpy, two-lane roads and we spent about half of our drive navigating such roads before venturing through downtown Woodstock and then joining the 401 for some highway cruising.

The VNX is a bona-fide heavy-hauler, not an overspec'd highway tractor. The powertrain features the Volvo D16 engine with 500, 550 or 600 hp and the I-Shift automated manual transmission comes standard. An 18-speed manual is available as well but Jason Spence, marketing product manager, long-haul, said all buyers to date have taken the I-Shift. Not long ago, this would have come as a surprise; early generation AMTs being limited mostly to linehaul applications whether out of necessity or due to perception.

However, the I-Shift has proven to be capable of some fairly robust hauling and across the pond it's routinely found in applications much more severe than we can throw at it here. Consider that Volvo produces a 750-hp engine in Sweden, which can be mated only to the I-Shift, which is used in off-road mining and logging applications. By comparison, our 125,000 lbs of garbage hauled over southern Ontario's flat roads was nothing to sweat.



Volvo has introduced the VNX heavy-hauler, bringing an on-highway driving experience to the segment.

"The I-Shift is fully capable of this application," assured Spence as we headed out from Expressway Trucks. "It is set up for 200,000-lb GVW and will go even higher than that, but you need application approval."

This particular VNX was a day cab powered by Volvo's D16 engine, which produced 600 hp and 2,050 lb.-ft. of torque. The I-Shift was a 12-speed Performance version, which allowed me to override its gear selection if so inclined, or shift into Performance mode for some extra oomph when climbing through the lower gears.

Even at 125,000 lbs, I was able to get up to speed quickly thanks to the I-Shift's affinity for skip-shifting. This is important on rural roads as it deters impatient motorists from darting out into oncoming traffic to complete a pass.

The VNX shares the same cab as its on-highway cousin but the truck itself is a true heavy-hauler. It is recommended for applications that will remain on-highway about 95% of the time, but that require the occasional off-road foray, whether it be into a landfill site or the bush. The VNX marries aspects of the VNL with attributes from Volvo's VHD vocational product. For example, the VNX mirrors the 10-inch ride height found on the VHD and features a heavy-haul bumper with a single tow eye. The steer axle can accommodate wide 445 tires but we were running 385 Michelins. The truck also features a dual steering gear for improved handling and a set-back axle that provides a tight turning radius.

The steering on this truck is exceptional. Even over the bumpier roads we encountered, the harsh inputs from the road were barely felt through the steering wheel. The steering was responsive and comfortable, always.

The VNX also offers an extremely quiet ride, particularly for a day cab. This speaks to a well-designed cab that keeps engine noise and other ambient sounds from invading the driver's workspace. Noise is not only an irritant, it's also fatiguing.

The integration between the D16 engine and the I-Shift allows for some special features that are fun and useful. The engine brake is quiet enough you can ignore those municipal by-laws prohibiting their use and effective enough to limit wear on the service brakes.

The cruise control also benefits from the integration between engine and transmission. One of the nice features was to set the highway cruise speed at 100 km/h and the top speed cruise to 108 km/h; this would activate the engine brake automatically when 108 was reached when descending a grade, holding the vehicle within the specified speed window.

With your upper and lower speeds locked in, you can sit back, relax and enjoy the sights.

Visibility out of and around the VNX is excellent, thanks to a short sloped hood and well-placed hood-mounted mirrors. Volvo recently extended the length of its windshield wipers to 24 inches from 22, providing a larger clean view when they're required. The windshield wiper motors were upgraded accordingly as well.

I didn't need windshield wipers on this sunny late-July afternoon. I did, however, appreciate the exterior sun visor, which Volvo has chosen to retain while many other OEMs are eliminating them due to interference with aerodynamics. Spence told me Volvo conducted extensive testing and found its exterior sun visor didn't impact fuel economy, yet actually provided some efficiency benefits.

"The exterior sun visor is functional," Spence explained. "It reduces the solar load into the truck itself, so the air-conditioning doesn't have to work as hard to keep the cab cool."

And of course, it also reduces the glare of the sun. Speaking of sun visors, the internal ones are cleverly designed as well. Two separate visors along the windshield overlap to provide complete coverage. And they don't swing towards the driver – a potential safety hazard – as there are separate visors mounted above the side windows. These are small things that exemplify the attention Volvo affords safety.

The VNX, with heavy load in tow, over rough country roads, drove as smoothly as any highway tractor and much more smoothly than you'd expect from a heavy-hauler. This is partly due to the tandem drive axles: the 46,000 lb-rated RT-46-164EH from Meritor, which was designed for the Canadian market, its rough roads and heavy payloads, and the 46,000-lb Neway ADZ-246 rear suspension. The front axle was Volvo's own VF20 rated at 16,000 lbs.



As in the VN, the driver display provides real-time driver performance and coaching info. Dollar signs indicate how well the driver is remaining within the engine's sweet spot. This can be set up to reward efficient driving, for example, by providing drivers with extra speed, which seems counterproductive, like rewarding good behaviour in prison by giving the prisoner the keys to the bank. But nonetheless, if you want to do that, you can.

Volvo's driver display is well designed, providing the information you want and need but not so much that it becomes a distraction.

The Volvo VNX was designed to bring an on-highway driving experience to the heavy-haul segment and it has accomplished that mission. It makes heavy payloads less daunting for drivers with little or no heavy-haul experience. And it's a nice looking truck, too.

Volvo began taking orders for the VNX late last year and so far, not surprisingly, most of the interest in the truck has come from Canada. The truck I drove was one of several demonstration vehicles that are making the rounds among customers. There are many heavy-haul applications within Canada that are well suited to the VNX. In the oilpatch and the quarry, the landfills and the bush, the KWs and Petes may have to make some room for a new heavyweight contender. ●

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## TransForce gets bigger, more diverse with acquisition of Contrans

Continued from page 1

with TransForce. I am proud of Contrans' management's accomplishments over the past 25 years and look forward to seeing the team continue to flourish as part of the TransForce organization."

The deal is expected to close sometime in October. TransForce says it will nominate Dunford for election to its Board of Directors.

Reached July 24 for reaction, Mike McCarron, who heads Wheels Group's M&A, had this to say about the deal:

"TFI's purchase of Contrans is further evidence that the race to consolidate the aging Canadian trucking industry by its biggest players is heating up. The smart operators understand that the scale they will need to survive in the future can't come from organic growth, but must be bought. I expect the recent Vitran and Contrans deals will trigger more deals in the slow-moving mid-market as more and more baby boomers will take advantage of their strong balance sheets and get out while they can. The landscape of the Canadian trucking industry is going to look a lot different five years from now."

Doug Nix of Corporate Finance Associates told *Truck News* his firm had heard rumblings of a deal and felt it was a strong strategic fit. This is how he broke down the deal:

"Contrans' strategy was to build a

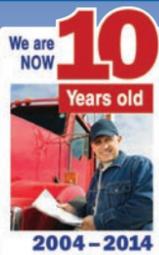
specialty carrier operation, but without looking south to the USA, it would be hard to grow beyond where they were. So unless Stan (Dunford) and Greg (Rumble) were going to change strategy, selling is the best option. We think it is a very good move on TFI's part and it makes good sense for the Contrans shareholders, without the strategy change. I complement Alain (Bedard), Stan and Greg on putting this together. The consolidation of the two companies will create a vacuum in the large company space in the Canadian market which at some point will be filled by foreign competitors. It will also create space and demand for new Canadian publicly traded transportation companies. It will be interesting to see how this ripples through the industry and how it impacts valuations."

Mark Borkowski, president of Mercantile Mergers and Acquisitions Corporation, noted the transaction is indicative of widespread consolidation and suggested scale is needed to survive.

"The TFI bid for Contrans is proof of a major transportation consolidation that is taking place in the North American market. The deals are getting bigger. The market has become so competitive that only the big will thrive and survive."

And RBC Capital Markets, in a report issued by analyst Walter Spracklin, also found the deal to be a good one for TransForce:

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"In our view, this deal is compelling from a strategic perspective as we consider (Contrans) to be a best-in-class truckload operator with a strong position in niche markets. Accordingly, we believe TFI stands to gain a competitive edge in TL markets across Canada. From an operating point of view, this transaction offers density and scale in the North America truckload market when combining CSS with TFI's existing business and Transport America. While integration synergies are not typical in TL acquisitions, we nevertheless expect upside from added scale and the powerful operating expertise of the combined entity."

As of the latest Top Tier report on Canadian carrier capacity, published by Motortruck Fleet Executive earlier this year, Contrans companies collectively operated: 39 straight trucks, 1,493 tractors and 2,541 trailers. Impressive, but still paling in comparison to TransForce's: 3,288 straight trucks, 3,774 tractors, and 12,486 trailers. ●

## Win-Mar acquires Sure Shot

WINNIPEG, MANITOBA

The Win-Mar Group of Companies announced it has acquired Sure Shot Express based in Winnipeg, Man.

Win-Mar is thrilled to have Sure Shot as part of their group of companies because the acquisition means Win-Mar can strengthen its flatbed presence.

"Win-Mar is committed to our employee, drivers, customer's and carriers and has always concentrated on focused growth, so when the Sure Shot Express opportunity presented itself, the shareholders were unanimously excited," said the company in a release. "The core values and family atmosphere in which Sure Shot conducts its business are the same value's that Win-Mar is built on."

Sure Shot has been in business for more than two decades and has a fleet of 20 trucks. It specializes in open deck freight across Canada and the US. ●

## Jomac Transport bought

WINNIPEG, MANITOBA

Manitoulin Transport announced today that it has bought Jomac Transport of Winnipeg, Man. to build on its coverage throughout the province after purchasing Smooth Freight of Brandon, Man. in November last year.

"Nothing says commitment to a region like providing complete coverage and by acquiring Jomac we now have Manitoba covered," said Don Goodwill, president, Manitoulin. "Jomac was very appealing to us because of their strong customer relationships, high quality of service, disciplined approach to operations, and because they have a company culture similar to our own." ●

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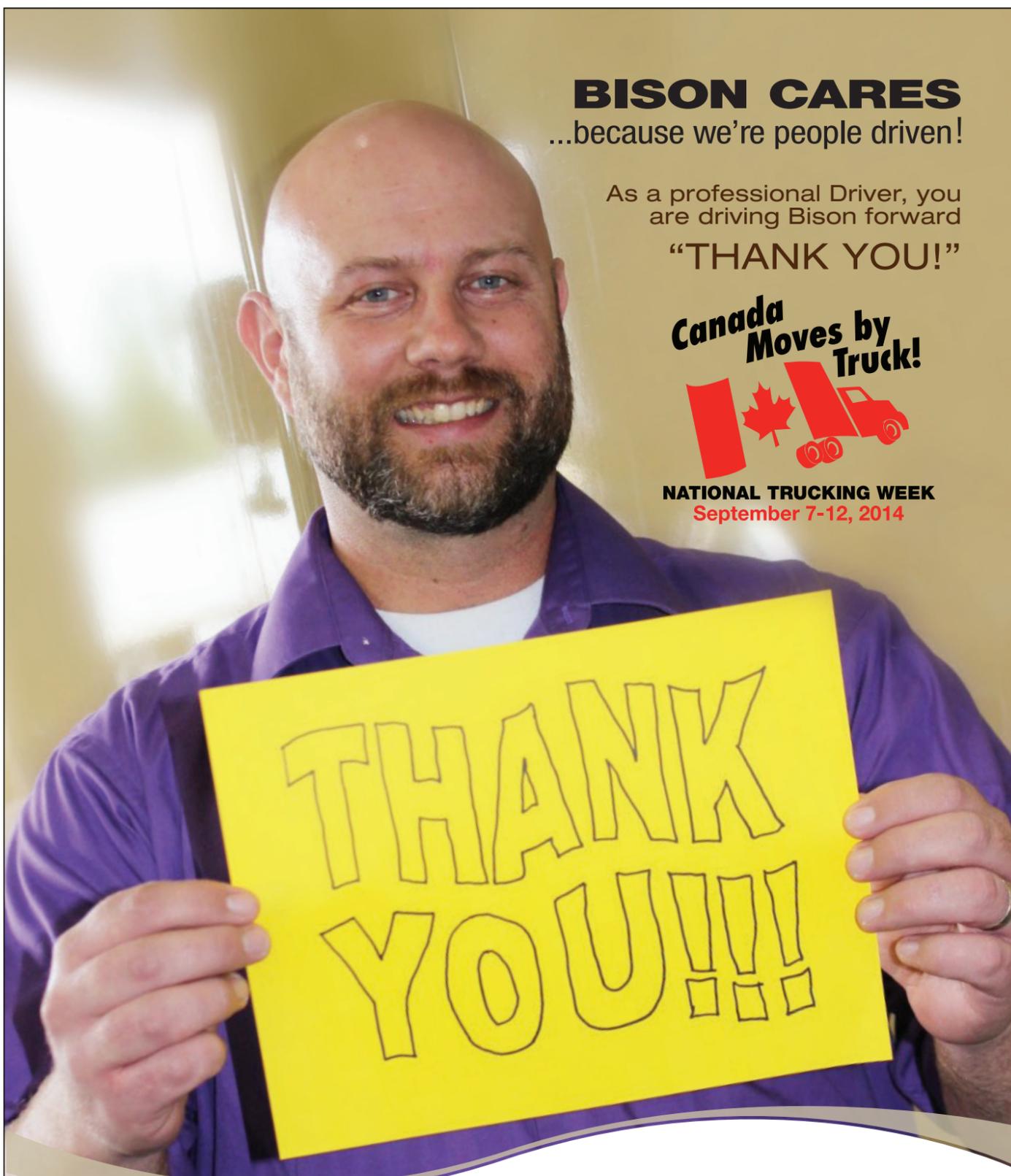
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## Could a dual fuel conversion be the right move for an aging fleet?

By Harry Rudolfs

I'm a big fan of alternative fuels, so I jumped at the chance to test drive a dual-fuelled tractor. My ride was to be 2007 International 8600 model powered by an 11-litre Cummins ISM engine that had been converted to run on a 75/25% blend of diesel and CNG (compressed natural gas), respectively. It was waiting for me at the Woodstock, Ont. ONroute rest area on the 401 and I was late.

LNG (liquid natural gas) has been proclaimed to be the alternative fuel that's going to knock diesel off its perch, but CNG has its proponents as well. I was struck by a curious juxtaposition when I pulled into the rest area truck parking lot. While giant carriers like Bison and Robert have invested millions of dollars in decked-out LNG-fuelled 386 Peterbilts, my ride was a seven-year-old Cornbinder day cab with half a million kilometres and a sagging seat that had been retrofitted in a local Kitchener garage.

The 2007 International is a demonstration unit provided to W.S. Bell Cartage by Alternative Fuels Alternative Solutions (AFAS) in partnership with Universal Truck Rentals, and was, at the time, undergoing a five-week trial. The tractor was slotted into a dedicated auto parts run between Kitchener and Windsor, Ont., and the driver, George Lazenby, was waiting for me. The plan was for me to drive the truck into Kitchener and see how this CNG/diesel handled itself at highway speeds and under loaded conditions.

About half the trucks I drive these days are automatics, but I'm always at home with an Eaton Fuller 10-speed, and happily skipped a gear or two coming out of the service centre. The truck creaked and groaned a bit (its odometer read 468,000 kms) but its 410 Cummins' horses got up to highway speed in no time and sailed along fine. A push-button indicator on the dash engages the CNG and four tiny LED bars indicate how full the tank is in quarterly increments. Otherwise the dash panel is exactly the same as any other 8600.

I wasn't expecting anything dramatic and Steve Baty, director of AFAS, had told me so. "It's going to drive exactly like any other truck," he warned.

But the real test of this blended fuel system is the driver George Lazenby, himself. This is the kind of driver you want to hire - old school, and guys like him put "class" in a Class A licence. With a couple of million miles under his belt, he doesn't waste much time on small talk. At 69 years of age he's seemingly indefatigable, putting in close to 60 hours a week, and pretty well doing the work of two drivers.

"We didn't even tell him we were testing CNG," according to Baty of AFAS. "We started out with him running on diesel alone. We wanted him to drive exactly the same way as he would any other truck."

Lazenby had given up his late model



The CNG tank and gauge are incorporated into the passenger step.

Mack sleeper cab for five weeks while piloting the demonstration model. He also had to make a stop every trip

Continued on page 44



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## 44 TEST DRIVE



Driver George Lazenby was initially skeptical about the dual fuel conversion, but says it drives just like any diesel-powered truck. The fuel savings are benefiting his employer, W.S. Bell Cartage, which continues to evaluate the system.

## The power of two fuels

Continued from page 43

in Chatham to fill up the CNG tank, sometimes having to wait in a line-up behind Chatham city buses that also run on CNG.

"George was skeptical (of the CNG blend) at first," says Dallas Bell, vice-president of W.S. Bell Cartage, "but he seemed to get more comfortable and was happy to stick it out to the end."

Cosmetically, the only visible dif-

ference from a factory 8600 is the extended CNG tank on the passenger side. The tank is 66 inches long, 23 inches in diameter but fits within the frame. The tank holds the equivalent of 80 gallons of diesel, but even so, it's not enough CNG to make the whole 600-km journey, running out after 400 kms. Baty suggests that another tank could be added behind the cab or even on top of it.

Baty chose the 8600 because the

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conversion is rather simple with most of the piping fitting neatly on the right side of the engine. But he insists a conversion can be fitted to any truck.

"Any truck, any engine, any year," he says. But unlike the expensive LNG Peterbilts running up and down the 401, the AFAS conversion can be done for a fraction of the cost, less than \$25,000. The big difference says Baty, is that "it's still a diesel with a dual-fuel CNG fuel management system enhancement."

Besides the cheaper cost of running CNG, Baty also claims to have gotten better mileage by fine-tuning the engine to run on the CNG/diesel mixture, from 5.6 miles per US gallon to around 10. The truck starts and idles on diesel, while CNG is gradually added as the rpms increase and the turbo kicks in, until the optimum 75/25% ratio is achieved. Baty thinks that that ratio can also be improved eventually to a 60/40% mixture cutting fuel costs further.

**The CNG blend worked as well as any Cummins-powered International I'd ever driven.**

When I asked Lazenby about the performance, he was unequivocal. "No difference," he said without blinking. And the same goes for me. The CNG blend worked as well as any Cummins-powered International I'd ever driven. After I'd backed the trailer into dock in Kitchener, Lazenby bobtailed us back to Bridgeport where W.S. Bell has its headquarters.

Overall, the trip was relatively unremarkable and that's good - the blended fuel conversion was indistinguishable from full-on diesel. The bottom line is savings, of course. Based on George's trial runs, Baty estimates that it would save over \$16,000 in fuel in the course of a year, and over \$20,000 if it could carry enough fuel for the entire round trip.

Bell is generally pleased with the results.

"Ideally we'd like to try it with a newer truck," he says. "We'll have to sit down and confer about our next step. With the limited number of fuelling spots it would have to be the right run and the right truck."

One option is to put in a "slow fill" fuelling station where individual trucks could be fuelled over the eight to 12 hours when they are off-duty. This can be done at any site with natural gas service.

But like so many issues concerning new technologies, it is expensive to put in a slow fill terminal, about \$12,000 per unit.

But on paper a dual-fuel CNG conversion looks like an affordable option considering the cost of new LNG and CNG engines.

Rather than a payback period of 3.5 years for new LNG equipment, the AFAS dual-fuel system should pay for itself in 18 to 24 months, says Baty, based on the amount of daily travel and the cost of the fuel cylinders chosen.

"The fuel cylinders are the most expensive component of the dual fuel management system," he adds. ●

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# Ford modernizes the work van with new Transit

**European-inspired Transit comes to North America promising greater payload, efficiency**

By James Menzies

KANSAS CITY, MISSOURI

**F**ord has brought its Transit van to North America, consolidating its global commercial vehicle platform and effectively modernizing the work van. It also has created a worthy rival to the Mercedes-Benz Sprinter, with an interior that's comfortable, well appointed and when ordered accordingly, downright luxurious.

And whoever said work vans shouldn't be nice to drive?

The Ford Transit will replace the E-Series, which has served Ford well during its run over the past half century or so. The E-Series has been the best-selling van in the US for 35 years. But on the other side of the pond, in the United Kingdom, it was the Transit that dominated the van market. The Ford Transit is already sold in 118 markets across six continents. Some seven million units have already been sold.

"The all-new Transit is one Ford, at its best," said Kumar Galhotra, vice-president of engineering, when unveiling the new van to the media.

Like all global commercial vehicle manufacturers, Ford is looking to consolidate its vehicle platform, to take advantage of greater economies of scale and to lower production costs while enhancing product quality. The Transit will be built in three plants around the world, including in Kansas City, where Ford has injected \$1.1 billion into its facility.

While the Transit will now be a truly global vehicle, with what is likely to be a major presence in the US and Canada, the vehicle has been North Americanized for this market.

"There are still several details that have to be unique for the market and we pay a lot of attention to those little details," Galhotra said.

If you'd like an example of the North Americanization of the Transit, look no further than the ample cupholders strategically located throughout the cabin. But perhaps more importantly, the engines have been calibrated for optimum efficiency over North American roads and duty cycles.

#### A versatile van

The new Ford Transit is as versatile a vehicle as you will find. It can be ordered with three roof heights (high roof, 110.1"; medium roof, 100.8"; and low roof, 83.6") and in two wheelbases (129.9" and 147.6"). It can be had as a van, wagon, chassis cab or cutaway.

Three engine options are available: the standard 3.7L V6 (275 hp/260 lb.-ft.); the 3.5L EcoBoost 310 hp/400 lb.-ft.); and the 3.2L Power Stroke diesel (185 hp/350 lb.-ft.).

Jim Mazuchowski, manager of V6 engine programs for Ford, said the 3.5L EcoBoost, taken straight from the Ford F-150 where it's the most popular engine available, provides 46% better fuel economy than the

E-Series with the 6.8L V10.

"It has a very nice, broad torque curve, so you get that torque and keep that torque, which is particularly good for towing," Mazuchowski said.

And the Transit can tow. Its towing capacity is 7,500 lbs and its maximum payload is 4,650 lbs, with up to 487.3 cubic feet of cargo space available. Compared to comparable E-Series

Continued on page 49

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The new Ford Transit offers superb handling, additional carrying capacity and a more efficient powertrain than the E-Series.

## Building a better cargo van

Continued from page 47

vans, the Transit boasts an extra 600 lbs of payload.

### On the road

I drove several Transit cargo vans during a trip to Kansas City, sampling all three available engines (see spec's below). Each was loaded up with about 2,000 lbs of cargo in the back - well below its capacity but a fairly typical payload for this segment. The weight was a non-issue. Weather was an issue for the morning portion of the drive, with heavy rains and thunderstorms. Nonetheless, visibility through the massive windshield was excellent; the defrost keeping the oversized glass clear and the wipers keeping up with the driving rain.

The Transit is available with rain-sensing wipers, an option that would seem unthinkable in a work van. It speaks to the high attention to detail that went into the design of the driver environment.

All three vans drove nicely. The interior was quiet, aside from the rain driving down on the metal roof. Power and torque were abundant on all three vehicles. If anything, the 3.5L EcoBoost was probably overpowered for the application, but if you like power, you've got it.

The Ford Power Stroke I5 diesel was impressively quiet. All Transits come standard with a six-speed SelectShift automatic transmission.

The interior is well designed with

Continued on page 50



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**50 TEST DRIVE**

## Visibility makes new Transit ideal for the city

Continued from page 49

lots of power options for cell phones and other electronics as well as cleverly located storage spaces. Drivers stepping out of an old-school work van are going to have a hard time finding anything to complain about when upgrading to the Transit.

Fleet owners will be comforted to know the visibility is excellent, making the Transit an ideal vehicle for urban deliveries.

Cargo accessibility is also sure to be appreciated. The rear doors swing open a full 270-degrees, providing easy access to goods. A wide rear step provides easy entry into the back of the van and a front step is even offered on the front bumper to make the cleaning of the large windshield easier.

### Upfitting and tracking

To prevent upfitters from having to create their own holes, Ford has built mounting points directly into the roof. This simplifies the installation of ladder racks and other equipment and reduces the risk of rust forming where holes have been drilled, penetrating the paint and primer.

Upfitters seem excited about the possibilities. We drove to Subtropolis, a massive 5 million sq.-ft. underground industrial park where limestone was once - and continues to be, well below - mined. Several upfitters are located there. They like the constant temperatures (70 F, 365 days a year) and the tax advantages of being located underground.

Knapheide welcomed us to their underground shop and showed off the new KVU (Knapheide Utility Vehicle) built upon a Ford Transit cut-away. The company also introduced a new Sortimo interior storage system that allows contractors to better organize tools and supplies within the van.

Fleet managers can choose the Crew Chief telematics platform, powered by Telogis, to keep track of their vehicles. It does everything you'd expect of a telematics system, notifying fleet owners of naughty drivers who're guilty of speeding, hard braking, etc. It even works on naughty journalists, as we found out, when it was pointed out to us that one of the Transits on the test drive achieved 70 mph in a 40 zone. Crew Chief appears to be very easy to manage, with colour-coded graphs and charts that score drivers on their behaviour and easily identify those who require some constructive criticism.

Crew Chief is available in Canada and costs about \$800 to install and between \$30-\$40 per month, depending on the service level required.

### Overall impressions

I like the Ford Transit. A lot. It's a smart, well-configured vehicle that has a place in today's goods-moving industry. Commercial drivers are hard to find, and those who want to deliver into major cities even more so.

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The Transit's interior is well-appointed, providing a comfortable driving experience as well as excellent visibility.

And big cities such as Montreal and Toronto aren't becoming any more truck-friendly. The European model of delivering freight - breaking down shipments outside the city and delivering them to their final destinations inside smaller, more efficient vehicles - is attainable here.

And the Transit is efficient. Its EPA fuel economy ratings for both the 3.5L EcoBoost and 3.7L V6 are 14 mpg (16.8 L/100 km) in the city and 19 mpg (12.38L/100 kms) on-highway. That makes the EcoBoost 46% more fuel-efficient than the E-Series with the 6.8L V10 and the standard 3.7L up to 19% more efficient than the E-Series' standard 4.6L V8.

Combine all this with Ford's extensive dealer footprint and it's hard to imagine the Transit not succeeding.

## Spec's and prices:

### 2015 Ford Transit 250 Medium Roof Van

**Wheelbase:** 148"  
**Engine:** 3.5L EcoBoost V6  
**Transmission:** Six-speed Select-Shift Automatic

**Other features:** 6.5x16 steel wheels (black); fixed rear door glass; leather 10-way power driver seat; trailer tow package; cruise control; rear-view camera; reverse park aid; trailer brake controller; six speaker package; cargo area load area protection package; power inverter; privacy glass.

**MSRP as spec'd:** US\$38,685

### 2015 Ford Transit 350 High Roof DRW Van

**Wheelbase:** 148"  
**Engine:** 3.2L I5 diesel  
**Transmission:** Six-speed Select-Shift Automatic

**Other features:** Fixed rear door glass; pewter cloth 10-way power driver seat; engine block heater; reverse park aid; trailer tow package; trailer brake controller; interior upgrade package (AM/FM stereo/single CD/Sync; cruise control; dual illuminated visors); mirrors, long power; white DRW package; rear window defogger; rearview camera; Securilock pats; six speakers; cargo area load area protection package; privacy glass.

**MSRP as spec'd:** US\$50,185

### 2015 Ford Transit 250 Medium Roof Van

**Wheelbase:** 148"  
**Engine:** 3.7L Ti-VCT V6 (Standard)  
**Transmission:** Six-speed Select-Shift Automatic

**Other features:** Fixed rear door glass; pewter cloth 10-way power driver seat; reverse park aid; rear window defogger; rearview camera;

heavy-duty alternator; interior upgrade package (AM/FM stereo/single CD/Sync; cruise control; dual illuminated visors); six speakers; Securilock pats; runningboard - passenger door; cargo area load area protection package; privacy glass.

**MSRP as spec'd:** US\$37,970



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## Cummins promotes leaders; Groupe Morneau adds to management team; and Navistar has a new controller

Cummins has shaken up its leadership team to build upon the company's performance. **Rich Freeland**, former engine business president for Cummins since 2010 will be assuming the role of president and chief operating officer for the company. He will be reporting directly to Tom Linebarger, the chairman and CEO.

"Rich has a deep understanding of Cummins' business, people, customers, and markets, which will be invaluable in his new role," said Linebarger. "As someone who has been with Cummins since 1979 and has successfully led three of our four business units over the years, Rich knows what it takes to be dependable every time for our customers across the globe."

To fill Freeland's previous position as engine business president is **Dave Crompton**, who prior to this position was head of heavy duty, medium duty and light duty business.

"During both good and challenging economic times, Dave has successfully developed and led teams that continuously improved the products, processes and services that our customers depend on for their success," said Linebarger. "Dave has helped our engine business expand global partnerships, improve quality and navigate through some of the most strategic and economic challenges our company has faced. Dave is an outstanding choice to lead our largest business unit profitably and sustainably into the future."

Groupe Morneau has added a new member to its senior management team. **Francois-Nicolas Carrier** has been named director of human resources for the transportation and distribution company. A Laval University graduate, Carrier will be responsible for developing the organization's HR structure, establishing HR function objectives and supporting Groupe Morneau's transition and expansion into new markets.

Carrier began his career at Eskimo Express Inc., which is now owned by Groupe Morneau. He has also worked in mining and minerals-processing businesses. He will be based in the Quebec City office.

Navistar International Corporation will have a new senior vice-president and corporate controller who started in early August. **Samara Strycker** joined the company on Aug. 4, replacing **Richard Tarachak** who after 22 years at Navistar is pursuing other career opportunities.

Before joining Navistar, Strycker was the Americas regional controller for GE Healthcare.

"Rich has been a valuable asset to Navistar and the finance and accounting organization for more than 20 years, and we wish him well in his future endeavors," said Walter Borst, executive vice-president and chief financial officer. "At the same time, we're proud to add Samara to the team. She is a technically skilled, highly collaborative financial executive who will contribute a wealth of experience and knowledge to Navistar." ●

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## Driving for Excellence

## International vocational trucks being shipped with SCR engines

LISLE, ILLINOIS

Navistar announced today it is now shipping its first International DuraStar and WorkStar vocational trucks with its 9- and 10-litre SCR engines.

The company says the engines provide up to an 8% fuel economy improvement over previous generations.

"Our field test customers are seeing positive results - with our new trucks registering significant fuel economy improvements," said Bill Kozek, president, North America Truck and Parts, Navistar. "Our vocational trucks with 9- and 10-litre engines are also experiencing fewer active regenerations while still delivering the durability and power that customers expect from International trucks."

Navistar says it has conducted field-testing with customers across a wide range of duty cycles in various parts of the country, including hot and cold climates.

"We've run our DuraStar with the 9-litre for around 40,000 miles during the last two months," said Robbie Easley, owner, Easley Trucking. "We haul mail and the 9-litre has performed well on the steep hills our trucks climb daily. This truck runs between Phoenix and Yuma, Arizona, one of the hottest environments you can find, and it hasn't missed a beat."

The International DuraStar can be had with a 9-litre engine producing 275-330 hp and 860-950 lb.-ft. of torque. The WorkStar can be ordered with 9- and 10-litre Navistar engines producing 275-350 hp and 860-1,160 lb.-ft. ●

## Trailer orders strong through first half of 2014

COLUMBUS, INDIANA

North American trailer orders were up 45% through the first half of 2014 compared to last year. Orders dropped 1% in June to 22,000 units, but were still 42% ahead of last June. Year-to-date orders are 156,000 units, according to the latest data from ACT Research, published in its *State of the Industry: US Trailers* report.

"Strength in June came from specialty trailers, with platforms posting a 42% m/m gain while liquid and bulk tanks both surged over 75% from May levels, said Frank Maly, director, CV transportation analysis and research at ACT. "The industry is also enjoying low cancellations, driven by firm fleet investment commitments."

Maly noted that inventory rose 6% month-over-month, as tight capacity at the fleets continues to interfere with pick-up of new equipment, although he added that some progress is expected in upcoming months. ●

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# Freightliner hitting targets in vocational truck segment

**Five years into its plan to become the vocational truck leader, Freightliner for the first time occupies the top spot in all six sub-segments.**

By James Menzies

NAPA VALLEY, CALIFORNIA

The medium-duty and vocational truck markets can no longer be thought of as side businesses to Freightliner, executives declared while providing an update on their vocational strategy initiated five years ago.

When Freightliner set out to become the vocational truck segment leader, it did so from second position, but well behind Navistar International. A well-executed strategy by Freightliner, coupled with Navistar's emissions-related struggles, have enabled the company to achieve its goal ahead of schedule. Year-to-date, Freightliner now leads the market share race in all six sub-segments that comprise the vocational truck market (specialized hauling, utility, food and beverage, government, construction and refuse), executives said, citing Polk data.

"When we pitched this (strategy) internally, Navistar had the lead position in every one of what we call the six sub-segments of vocational," said David Hames, general manager, marketing and strategy with Daimler Trucks North America. "Our goal was to eventually supplant Navistar, or whoever was in that lead position, by 2015. This is the first time we've been able to get to that lead position across the board."

Freightliner's goal is to control 32% of the vocational truck market this year and it presently sits about one point shy of that mark. The company now considers the vocational market part of its core business and not a secondary business unit, Hames said.

"We can't look at medium-duty as a secondary business. We can't look at vocational as a side business. Medium-duty and vocational is not something that is a side business for us anymore," he said. "That was a major accomplishment that came out of this five-year vocational strategy - to become a more well-rounded, diversified truck manufacturer."

To put into context how important this market is to Freightliner, Hames showed a chart that indicated Freightliner sells more M2 Business Class and SD vocational trucks than the total production of most other OEMs; never mind on-highway tractors where it's also the current leader in market share.

Its US/Canada Class 6/7 vocational market share is 35.1% year-to-date, up from 14.6% when it launched its vocational strategy in 2009. Including Class 8, Freightliner holds 30.8% of the market, up from 16.8% in 2009.

Richard Seward, general manager, vocational sales with Freightliner, admitted it hasn't been easy. To become a vocational truck leader, the company has had to step outside its comfort zone and take on special projects that in the past would have been easy to turn down.

"We looked to the top of the hill at the market share leader, who was 25 points in market share ahead of us, and said, 'We've got to do some things, get serious about it and commit to get that stuff done,'" Seward recalled. It took some courage, during a depressed market in 2009, to go to senior

management and ask for a significant investment in a market segment that then only represented about 20,000 units (or 42,000 units today, now that the market has recovered).

"We asked for a boatload of money and said, 'If you do this, we promise you we'll get some rewards out there,'" Seward said.

Money in hand, the company consulted with its dealer network to ensure they were on-board with the plan. There were some initial concerns that dealers might be complacent in being an on-highway leader and disinterested in pursuing what is a very different



Freightliner has had to "learn to say yes" to some unorthodox builds, such as 'twin-tris' - a twin steer with three drive axles.

market. However, those concerns were quickly put to rest when the dealers that were consulted said they were all-in on vocational.

The SD line of trucks brought

Freightliner the solid, rugged, versatile product platform it needed to pursue the vocational market. However-

Continued on page 57

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## Freightliner looks to limit downtime to three days, max

NAPA VALLEY, CALIFORNIA

Freightliner has set an internal goal to limit the downtime of its vehicles to no more than three days, for even major repairs. Richard Howard, the company's newly appointed senior vice-president of sales and marketing, revealed the plan during a press event.

"We have set a key aspiration for us," he said. "The maximum time a truck should be in the shop is three days, as a maximum. We don't want any of our customers' trucks being in the shop longer than three days."

## Taking on the vocational market

Continued from page 55

er, Saward said it was daunting to say 'yes' to customers who brought forth some unorthodox requests.

"We were challenging ourselves to do some uncomfortable builds," he said. "When you have a 60-ton crane and a boom that's 100 feet out in the air and it's unloading materials, there's no guesswork involved. You better know, you better have tested it and you better know your partner is putting a body on it that the outrigger is going to hold and it's not going to tip over. That's a \$400,000 unit and the truck is maybe \$120,000 of that. They're mounting a piece of equipment that's two to three times the value of our chassis and before they do it they want to make sure they're working with someone who knows what they're doing."

Another element of Freightliner's new focus on the vocational market was to change how its dealers viewed truck equipment manufacturers (TEMs). They began looking at TEMs as partners rather than customers, and working with them more closely to design a chassis that's easy to upfit. This included keeping a clean frame and back of cab and pre-drilling holes so upfitters wouldn't have to. Freightliner also developed a multiplex electrical system that allowed body builders to more easily install their equipment. It also incorporated new programmable features requested by its customers, such as turning down the radio volume when the truck is put into reverse and displaying the side camera view in the driver display when the turn signal on that side of the truck is activated.

Equally important, Freightliner made progress in securing government business. It now has a large presence among Departments of Transportation in the northeastern states.

While it's pleased with the progress it has made, Freightliner executives hastened to add they're not yet satisfied with their position. "We're not spiking the ball yet," said Hames. They promised another update next year, at which time they're confident they'll be able to discuss further market share gains. ●

The company is currently using telematics and its Uptime Pro management program to better monitor the time its customers' trucks spend in the shop. Daimler plans to use that data to become more involved in the repair process, ensuring the required parts are readily available and other measures, some of which will be best practices already employed by top dealers.

While it's still too early in the process to determine how long the average truck spends in the shop, it's well under three days, Howard indicated. However, he also acknowledged there's room for improvement.

Freightliner has introduced other measures to improve uptime, including launching Express Assessment, which provides a diagnosis, checks parts availability and produces an estimate within two hours of a service write-up. ●

## Freightliner offers new options

NAPA VALLEY, CALIFORNIA

Freightliner, in its ongoing quest to control the vocational truck market, has added new options to its M2 and SD truck models.

"We are dedicated to providing our vocational customers with a breadth of options that contribute to durability and benefit on-the-job performance," said Mary Aufdemberg, director of product marketing for Freightliner Trucks.

New options on the M2 and SD include:

- Hood-mounted mirrors for the 108SD and 114SD
- A new rock guard for the 108SD and 114SD
- Remote start/stop for the M2 106, M2 112, 108SD and 114SD with manual transmissions

- Watson & Chalin lift axle suspensions on all SD models

- Hendrickson AeroClad 12-inch logger-style bumper on the 122 SD

Also, Freightliner announced availability of the Cummins Westport ISX12 G heavy-duty natural gas engine as a factory-installed option on the Freightliner 114SD severe-duty truck, beginning in 2015.

The company says the nat-gas engine will be a good fit for mixer, crane and sewer-vac applications. The engine can be had with up to 400 hp and 1,450 lb.-ft. of torque, and can be run on either compressed or liquefied natural gas.

"The 114SD, when paired with the Cummins Westport ISX12 G heavy-duty natural gas engine, will provide our vocational customers with another green option for their toughest jobs," said Aufdemberg. "Our entire natural gas product line – from the 114SD to the M2 112 and Cascadia 113 – is not only environmentally-friendly, but durable, productive and powerful." ●



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# Volvo to offer built-in, hardware-free fleet management tools

## New integrated telematics offering marks expansion of Volvo's partnership with Telogis

By James Menzies

GREENSBORO, NORTH CAROLINA

Volvo Trucks has expanded its partnership with Telogis, to provide integrated fleet management tools with no additional hardware required.

The Built-In Fleet Intelligence system will be available on new Volvo trucks beginning in September, as well as the 60,000 or so vehicles that have been purchased since 2012 with Volvo's Remote Diagnostics capabilities. The new offering uses the same

data-gathering system as Remote Diagnostics, and uses that information to provide fleet management tools such as hours-of-service monitoring, navigation, IFTA reporting, inspection reports and other real-time alerts. The system also taps into Telogis' community of 130,000 drivers, who can provide real-time road updates. For example, when road construction or a severe storm has taken a route out of service to trucks, a driver can provide an update with the push of a single button and once the truck has stopped, provide further details that will be visible to other drivers.

"We refer to it as social navigation, where other drivers are helping each other," Erin Cave, vice-president,

product management with Telogis said during an online press conference.

The system is based on a Bring Your Own Device (BYOD) model, allowing drivers to use any Android or Apple-enabled tablet or smartphone to access information via a free app. Fleets can access the data in scorecard form and intervene with drivers who are displaying bad habits such as excessive idling, speeding or hard-braking. The system can also generate "vehicle health reports" so that fleet managers can identify inefficiencies and spot trucks or drivers that aren't performing to expectations.

The partnership is unique, because Volvo trucks will come straight from the factory with the necessary software and can be generating usable data immediately with no associated hardware costs, said Conal Deedy, director, connected vehicle services, with Volvo Trucks.

"Typically, when a truck has to be fitted after delivery, it may take a day or two to install the hardware and get fully functioning," Deedy said. "Now, we can go from the dealership right into service collecting data."

Deedy said Built-In Fleet Intelligence compliments Volvo's Remote Diagnostics program, which monitors fault codes and advises the operator on the proper course of action before a breakdown occurs. The subscription cost can be incorporated into the financing of the vehicle. The Telogis navigation bundle and fleet management bundle can be ordered separately or together as one package.

Built-In Fleet Intelligence will be rolled out in Canada and the US at the same time in September. Data consumption rates vary depending on the parameters chosen but typically amount to about 1-2 MB per vehicle each month, officials said. ●

## Navistar launches used truck reconditioning program

LISLE, ILLINOIS

Navistar has introduced a new reconditioning program for used trucks, which includes a thorough inspection and two-year warranty.

The company says its new Diamond Renewed program offers the best used truck value in the industry. Trucks bought through the program will have warranty coverage of up to two years/200,000 miles and will come with Navistar's OnCommand Connection uptime monitoring system.

"Diamond Renewed is an industry game-changer and we are raising the bar by providing our used truck customers with a new truck experience," said David Gerrard, senior vice-president of distribution, Navistar.

"Our comprehensive reconditioning process includes more than 180 vehicle and engine inspection points to drive consistency across the International brand. Our warranty includes coverage of the EGR system and we are providing the best in uptime support as the only OEM to provide performance and uptime monitoring as standard on our used trucks."

Trucks purchased through the Diamond Renewed program will have undergone full mechanical and aesthetic reconditioning, the company says. This includes cleaning or replacing diesel particulate filters and diesel oxidation catalysts, exhaust gas recirculation calibration software updates, checking and repairing brake systems, body work repairs, painting the frame and more.

"Diamond Renewed assures every truck meets our stringent reconditioning and quality standards," Gerrard said.

The program covers model year 2010 or newer International ProStar, TransStar and LoneStar trucks powered by the MaxxForce EGR engines with under 400,000 miles and up to 450 hp. ●

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# Develop a plan and stick to it

**Too many vocational truck buyers are overpaying for spec's they don't need – all because they don't have a buying plan. Here's how to fix that problem, according to an Ontario Mack sales manager.**

By James Menzies

CONCORD, ONTARIO

**V**ocational truck buyers who don't develop and stick to a purchasing plan, are often left paying more than necessary for an overspec'd dealer stock truck.

Steve Bates, Mack sales manager, Mid-Ontario Truck Centre, said there is money to be saved with good planning. Vocational trucks make up about a quarter of the Class 8 truck population, but the trucks are highly special-

ized by region.

"You can take a highway tractor and I can sell it in Ontario, Quebec, Vancouver, California – anywhere in North America, it's pretty much the same truck," Bates told an audience at the Canadian Fleet Maintenance Seminar. "The vocational trucks we sell in Ontario are unique to Ontario. If I have a vocational truck at my dealership and I can't sell it, I can't sell it anywhere else."

To avoid being stuck with inventory they can't move, dealers often spec trucks that are loaded with features

that many vocational truck buyers really don't need.

Bates gave the example of a municipality such as the City of Toronto looking for a tandem roll-off truck rated for 27,000 kgs.

"If you try to find one of these at any dealership, chances are it's spec'd out with 500 hp," Bates said. "Do you need 500 hp? No, you probably need a maximum of 360-375 hp, that's it. Why did the dealer put 500 hp in the truck? Because he's going to go with what he can sell the easiest and not get stuck with, so he goes with the high horse-

power. If you buy that truck, think of the consequences. You just bought a truck that's going to cost you an additional \$1,500 per year in fuel for the next 15 years. Let's say that truck had diff-locks on it; most vocational trucks are spec'd with diff-locks. You do not need diff-locks to do what you're going to do in the city of Toronto. Diff-locks are worth \$1,000, so you just overpaid. You bought something you'll never use. I can stand here and name another 30 items on that truck that you're overpaying for."

The key to avoiding this, said Bates, is to develop a purchasing plan and spec' to your own requirements instead of buying hastily and settling for dealer stock units.

"Having a purchasing plan will save you an awful lot of money," he said.

Bates said customers should strive for standardization within their fleet so the trucks are easier to service and maintain.

"Standardization should be a goal. In a fleet, how many brands of trucks can your mechanics work on? How many different engines? Let alone types of transmissions, rear ends and so on," he said.

Fleets should also plan for obsolescence, noted Bates, and retire older vehicles before they break down and require a replacement unit to be bought off the lot.

"If you wait for an engine failure, now it's a panic buy situation and you're looking for another truck on a dealer lot," Bates said. "Try to plan ahead."

This extends to the body as well; if possible, try to plan so that the truck and body will expire around the same time.

"I see people overbuy trucks and put a little body on it," Bates said. "When you buy a truck with a body on it, you want to plan out so that the two are going to become obsolete at approximately the same time. There's very little divorce that goes on with a truck and body – they usually stay together for life."

Because some vocational trucks, such as cement mixers, are often kept in service for 18-24 years, a bad buying decision can have lingering repercussions.

"If you make a bad decision or pur-



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chase the wrong truck up front, that's a long time to own that bad decision," Bates said.

In Ontario, vocational truck operators should also be aware that the Safe, Productive, Infrastructure-Friendly (SPIF) regulations will be fully in place by Dec. 31, 2020, when the grandfather period for existing trucks comes to an end.

This means mixers built after 2002 and other vocational truck types built

after 2007 will have to comply with SPIF, or be saddled with weight penalties of 5,100 kgs. Because of the long life-cycles of these types of trucks, Bates said fleets should be planning now for the conclusion of the grandfather period.

"It's coming sooner than you think," he warned. "These trucks will have to be modified or replaced. There are a lot of tri-axle roll-off trucks on the road that are going to be affected." ●

## Steve Bates' five emerging vocational truck trends to watch:

Speaking at the Canadian Fleet Maintenance Seminar, Mack sales manager for Mid-Ontario Truck Centre, Steve Bates, shared some insight into trends affecting the vocational truck market. Here's what he said buyers can expect to see in the coming years...

**More automation:** The mixer market has gone from 5-10% automatic transmissions to about 85% in the past four to five years, Bates said. He expects that trend to continue in other segments as well. "My prediction is almost every truck will be automated or automatic," he said.

**More twin steers:** "I like the twin steer. It's very stable, easy to drive and the maintenance costs are lower than a self-steering pusher axle," Bates said. "Twin steer front axles will increase."

**More disc brakes:** The upcharge of about \$4,500 for a vocational truck remains cost-prohibitive for many buyers, Bates admitted, but he said disc brakes are coming. "Right now there's a cost factor. People don't want to spend the money. But costs are going to come down. It's coming. In three to four years we'll be almost fully disc."

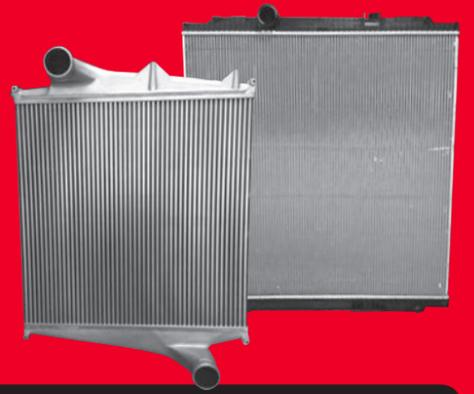
**More stability:** Stability systems are another option Bates expects to grow in popularity. They've been an option on Mack vocational trucks for four years, but Bates admitted there have been few takers since it's difficult to configure the system for the specific body that's on the truck, a process that includes some costly winter testing. "But if you're going

to order the same truck every year, it's something that could be done," he said.

**More change:** "Get used to constant change," Bates said. "It will be continuous." He mentioned the latest greenhouse gas rules as one example of how regulations are forcing truck manufacturers and buyers to evolve. ●



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# From uncertainty to prosperity

**Jamestown Cummins plant, where company consolidated heavy-duty engine production in 2003, turns 40**



The Jamestown Engine Plant produces heavy-duty Cummins engines.

By James Menzies

JAMESTOWN, NEW YORK

**C**ummins in early August celebrated the 40th anniversary of its Jamestown Engine Plant, which produces heavy-duty truck engines for the North American market.

The milestone stirred strong emotions among those with ties to the plant, since just 10 years ago the future of the facility was very much in doubt. Cummins was struggling with excess engine-building capacity in 2002 and needed to consolidate production in either Columbus, Ind. or in Jamestown. With Columbus serving as the corporate headquarters for Cummins as well as its founding location, a betting man may have written off the Jamestown plant.

However the company decided to consolidate production in Jamestown, N.Y., which during speeches Aug. 8, executives past and present said has turned out to be the correct decision.

"At the time, there were a few critics both inside Cummins and outside Cummins," recalled Dana Vogt, who served as plant manager from 2003 to 2007. "But we really nailed it and we blew those critics away and really have confirmed this was the right decision for Cummins."

(The Columbus plant now houses production of the ISV5.0 engine Cummins introduced last year).

Among those who cast a vote for Jamestown was Jim Kelly, who was plant manager from 1989 to 1992 and the president of Cummins' engine business from 2005-2010. When Kelly oversaw production in Jamestown, it was churning out about 65 engines a day, four days a week. Today, it produces 400 engines per day.

"There were many of us who didn't think the plant would ever see its 40th anniversary," Kelly admitted. "I'm delighted to be here and be a part of that. We persevered."

Kelly, now retired, said the attribute that makes the Jamestown plant special is its "can-do" attitude.

Ignacio Garcia served as plant manager from 1998-2003, during the time when speculation of the plant's closure was omnipresent.

"When I was here, there were a lot of times we were really concerned about the future of heavy-duty engines for the company," he said. Garcia credited the introduction of the ISX engine platform and the company's decision to move production to Jamestown as the key decisions that have resulted in the company's turnaround.

Garcia said the move to Jamestown occurred over the Christmas holidays, with 90 trailers of equipment being relocated and many employees working through the holidays to ensure production was ready to ramp up in January 2003.

Dave Crompton, current president of Cummins engine business, noted the move to Jamestown "wasn't a vote against where we came from; it was vote for the future and where we could go."

Crompton pointed out that since the plant's opening in 1974, 8,500 inches of snow has fallen on Jamestown but the plant has not shut down for a single snow day. About 40 trailers full of Cummins engines leave the plant each day, destined for truck plants across North America.

The Jamestown plant produced its 1.5 millionth engine in 2013 and today employs about 1,500 people.

"The Jamestown Engine Plant plays a critical role in our company's ability to produce a broad range of diesel and natural gas engines for different customers around the world," said Crompton. "This anniversary is a testament to our more than 1,500 employees at JEP who produce reliable, clean and fuel-efficient engines that enable our customers to be successful in all of the markets they operate."

In addition to the ISX, the Jamestown plant also builds the ISM, which is exported to Mexico, as well as the Cummins Westport ISX12 G natural gas engine.

On Saturday, members of the community and employees' families were invited to tour the plant, which is the region's biggest private employer and the largest contributor to the local United Way. Employees there are allowed to work at least four hours per year on public service projects while on the clock.

"We take Cummins commitment to community service and improving the communities in which we live very seriously," said Mike Abbate, JEP plant manager. "I'm tremendously proud of what our employees are doing inside and out of our plant to make western New York a better place to live. This anniversary is a great time to celebrate and salute their many contributions to our company and the community. We owe gratitude to our former and current employees, who have been and continue to be the reason why we are a successful company." ●

## Class 8 orders surge in July

BLOOMINGTON, INDIANA

Class 8 orders remained strong through July, with 29,516 net orders placed in the month, according to preliminary data from FTR.

This represents a 71% year-over-year increase and marks the second strongest July on record. Class 8 orders have posted year-over-year increases for 18 consecutive months.

FTR says OEMs will continue to increase build rates and that this level of order intake will challenge capacity restraints by year end.

Through the last six months, orders are on pace to total an annualized 325,000 units.

"July is typically the weakest month of the year for orders, but the market is actually gaining strength in the summer," said Don Ake, vice-president of commercial vehicles with FTR. "This is the third straight month of order increases. Orders for the last 12 months have been 312,000 units, so production should catch up at some point." ●



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# Ontario fleet with European roots designs innovative trailer

## AURORA, ONTARIO

A Canadian trucking company with European roots has designed a versatile trailer that incorporates design elements from around the world.

Holten Transportation is an Aurora, Ont.-based trucking company that was first run in the Netherlands before its owners relocated to Canada in the 1980s. Here, owners Dave and Ton Holten were frustrated by the fact so many trucks weren't loaded to their full capacity.

Hauling one-metre Ditra rolls stacked two high for Schluter left unused space in the trailer, and the trailer well below its weight limit. So the Holtens set out to design a trailer that would accommodate a third layer of product, while staying versatile enough to haul traditional van freight. Schluter got on-board with the project, but requested a level floor, ruling out dropdeck designs. To be legal in the US, the trailer could not exceed 13'6" in height, or 162 inches.

"This meant that taking the total height of three rolls, plus some packaging materials, we needed a deck height at the highest spot of 42.8 inches," the Holtens explained. They turned to Manac to help with the design. The Holtens looked to Europe for a suitable tractor and found vehicles from Daf and Volvo with a low fifth wheel height, but they could not be imported into Canada. They then turned to Peterbilt of Ontario, which ordered a custom-built truck with a low-riding front and tandem axle.

"But we still weren't low enough," the Holtens discovered.



Holten Transportation designed this trailer to increase the amount of product it could haul for a key customer.

SAF-Holland got involved and brought to the table the lowest fifth-wheel design available. Next up was tires.

Again, the Holtens looked to Europe, where they noticed Continental had a tire for car carriers that met their requirements – but the tire was not available in Canada. The tires were imported, allowing the Holtens to reach their target height of 38.8 inches.

The tractor exhaust was switched from vertical to horizontal to reduce drag and the ratios were adjusted to maximize fuel economy. The gap between the tractor

and the trailer was reduced to improve aerodynamics. An auxiliary power unit was installed to provide comfortable cab temperatures without idling.

The Manac trailer came in and was completed by Durabody, which helped install a roof that can be manually raised 18 inches. The removable posts are connected with alu-planks and the sides can be closed by curtains. The trailer features a 60-inch spread tridem axle configuration, which is California-legal. The roof can be lowered to 13'2" for return loads home. Lettering on the trailer was pro-

vided by Motive Media. The final product was dubbed the Megamax 300+.

The air-ride suspension is adjustable, so the trailer can be pulled by a regular tractor pulling conventional loads, and can be loaded at conventional dock heights. It can now accommodate most van and flatbed loads, the company says, and the cargo can be accessed on three sides.

"It took quite some time to bring this from the drawing table to finished product, but we are proud to present it," the company said. ●

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## You say tomato, I say tomahto

MARK LEE



# My first service experience as an O/O

**A**s I wrote last month, my truck was almost due for its first service. I'm happy to say that it was a pleasant experience. It didn't go according to plan at first and I was about to blow a gasket within a couple of minutes of arriving at the dealership in Winnipeg.

I made the booking to coincide with dropping a load off in the city, so it was mid-morning when I arrived. Not a problem as I had advised them a day or so earlier when I made the booking. So upon arrival I went around the back and dropped my trailer. I then walked down to the check-in desk and having taken photos of the VIN number and odometer I was fully prepared for all

the questions I would be asked.

So far so good – the guy at the desk was polite and informative and I had a warm and fuzzy feeling. While this was happening a technician took my keys and my truck went into the shop, making me feel warmer and fuzzier. Then it all started to go horribly wrong. I brought up my alignment issue and instead of hearing positive words I heard only one, the word 'no.' This was not a word I wanted to hear, the technician told me that as the truck had done more than 50,000 kms, that it was not something that they dealt with.

He went on to explain the reasons why and they all made sense, but I didn't care about sensible responses, I only wanted to hear that they would take care of it. I had, after all, just spent a lot of money buying a truck from them and I wanted everything to be 100% how it should be. Now this technician must have taken a body language course as he sensed I was about to go off and he asked if I had notified

first thing the guy did was feel my steer tires and my warm and fuzzy feeling returned. He said there was no issue with the tire wear, so the misalignment hadn't had much effect on the truck, which I was pleased to hear.

The truck went up on the ramps and some adjustments were made. The result was that I drove home in a dead straight line, so all's well that ends well. Not quite. I went east on my next trip and parked for the night in Thunder Bay. The following morning I did my pre-trip and fired up the truck. Well, I tried to, except it didn't want to start. It was cranking over fine, but would not catch. It did eventually start and I made the decision to carry on to Toronto and see how things developed.

I had a 50,000-lb load so elected for Hwy. 11 as it's easier on the truck and I made it as far as North Bay that night. I shut her down and grabbed some beauty sleep. The next morning the same thing happened – it eventually fired up and then a warning came up on the dash display. Check fuel filter it said, so I did. I have one of those glass bowl filters and I drained the fuel from it, stripped it down and found nothing amiss, so I put it back together again, poured in the fuel I had drained and shut the hood.

I got behind the wheel, turned the key and it started as it should. I shut it down and tried again, it started just fine. So I set off and all was good until the first stoplight when the fuel filter warning came up on the dash again. The truck was running fine, so I carried on. It was Sunday so there was no point visiting the service agent in North Bay. I continued my journey, thinking that I was visit a dealer in Toronto and get it sorted, then my satellite beeped. It was a load offer. My outbound trailer was already going to our terminal and there would be a trailer waiting there to take me home.

With that in mind I revised my decision to get it fixed in Toronto to try to make it home. So far it hadn't been any trouble once it was up and running and my load home was nice and light, so that's what I did. Each morning I would purge the diesel from the filter, take it apart and refit it. The truck started fine once I had gone through that procedure, so I was confident that it would get me home – and it did.

I was having some home time when I got back, so I called the dealer to book the truck in and was put through to the same technician who worked on it before. He told me to bring it in whenever it was convenient and they would take care of it and that is exactly what they did. It turned out that the gasket that seals the filter bowl onto the housing was not uniform in size and it must've been allowing a bit of air in to the system, which under normal operating conditions wasn't a problem. But when it was shut off for the night it interfered with the capillary action of the fuel lines (like holding your thumb over the end of a drinking straw, when you release the pressure, the liquid comes out) and the fuel was running back from the injectors, making it difficult to start the engine.

I have no complaints about how I was looked after at the dealership. On the contrary, they were professional every step of the way and I'm both pleased and confident for the future. It wasn't a perfect start to my truck ownership experience, but that's trucking. ●

*A fourth generation trucker and trucking journalist, Mark Lee uses his 25 years of transcontinental trucking in Europe, Asia, North Africa and now North America to provide an alternative view of life on the road.*

**I have no complaints about how I was looked after at the dealership. It wasn't a perfect start to my truck ownership experience, but that's trucking.**

anyone of the problem before.

I told him that it wasn't something I noticed when I collected the truck, it was a windy day with a northeast wind and as I was heading southeast it was blowing me around a bit. I did pick up on it when I set out on my first trip; I was heading west with a fairly stiff northerly wind and the truck was still pulling to the right, so I called the salesman who I did the deal with and he said that it would be put right.

Now those were the words that Steve was waiting to hear and he said that I should go see the salesman and he would take care of it. They don't do alignments on site, so they would have it taken care of by a partner company and after visiting the salesman, that's exactly what happened.

Because I was aware of the alignment issue, I had been closely monitoring my tire wear. Visually there were no signs of any abnormality and running my hand across the tire had confirmed that. Usually with an alignment issue there will be a feathered wear pattern on the front tire or tires. Running your hand back and forth across the tire will feel smooth in one direction and rough in the other. This is a very useful diagnostic procedure and any alignment shop that doesn't look at the tires to ascertain what is going on before making any adjustments is best avoided in my opinion.

So after the service was completed I set off to the alignment shop. The

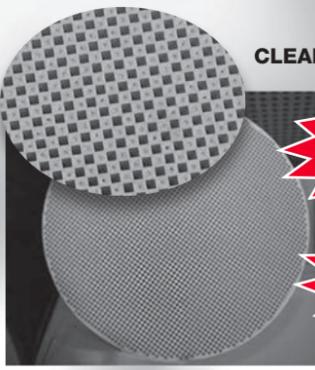
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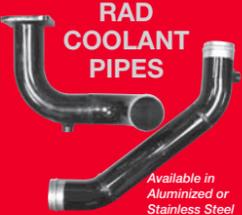

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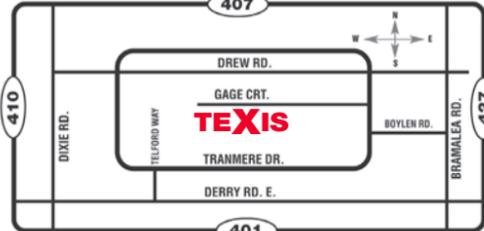


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PRODUCT/SERVICE INDEX

<b>ANTI-IDLING</b> Drive Products ..... 29	<b>LANDING GEAR</b> SAF-Holland..... 16
<b>BUSINESS CONSULTANTS</b> C.U.T.C. .... 38 Stateside Transportation Consultants..... 65 Transport Financial Services..... 67	<b>LUBRICANTS</b> Castrol/Wakefield Canada .... 23,25 Chevron Global Lubricants ..... 4 Husky Oil Marketing..... 18 Shell Canada Products Ltd. .... 71
<b>CALENDARS</b> David Benjatschek – Wowtrucks... 67	<b>MEDICAL SERVICES</b> Ontario Drivers Medical..... 61
<b>CAREERS</b> Truck News/Careers ..... 40,41,42, ..... 43,44,45,46,47,48,49,50,51, ..... 52,53,54,55,56,57,58,59,60 Truck News/Driver Link ..... 69 Truck Ops ..... 41	<b>RADIATORS</b> Atlantis Radiator Truck Auto Service..... 38 King Radiator HD..... 61 XL Radiators ..... 66
<b>CHILD FIND/MISSING KIDS</b> ..... 66	<b>SAFETY AND COMPLIANCE</b> Stateside Transportation Consultants ..... 65
<b>CLASSIFIED</b> ..... 60	<b>SEATS</b> Bose/BoseRide ..... 27
<b>CLIMATE CONTROL</b> Drive Products ..... 29	<b>SEMINARS</b> Surface Transportation Summit... 22
<b>CROSSWORD</b> Sept 14 Crossword Puzzle ..... 9 Sept 14 Crossword Solution..... 65	<b>SPECIALTY TRUCK EQUIPMENT</b> Drive Products..... 29
<b>DETAILING</b> Premium Custom Polishing ..... 34	<b>SUBSCRIPTION TO TRUCK NEWS</b> .. 61
<b>DIESEL EXHAUST FLUID</b> H2Blu/Wakefield Canada..... 31	<b>TANKS LEASING</b> Transcourt Tank Leasing ..... 19
<b>ENGINES</b> Cummins Inc..... 72	<b>TANKER SALES (NEW &amp; USED)</b> Dependable Tank..... 8 Eastway Tank..... 63 Tankmart International..... 6
<b>EXHAUST</b> Taxis Truck Exhaust ..... 9,64,65 The Truck Exhaust Place ..... 12	<b>TARP SYSTEMS</b> Trison Tarps..... 30
<b>FINANCING</b> Accutrac Capital Solutions ..... 19	<b>TIRES &amp; TIRE SERVICE</b> Benson Tire ..... 30 Bridgestone ..... 34 Goodyear ..... 13 Hankook Tire..... 21 Michelin..... 17,68
<b>FUEL</b> Davis Fuels..... 36	<b>TRAILER LEASING &amp; RENTAL</b> Action Trailer Sales..... 7 Glasvan Great Dane ..... 5 Trailers Canada..... 32
<b>HEATERS</b> Drive Products ..... 29	
<b>INSURANCE</b> Burrowes Insurance Brokers..... 20 NAL Insurance ..... 15 National Truck League ..... 28	

<b>TRAILER PARTS &amp; SERVICE</b> Action Trailer Sales..... 7 Glasvan Great Dane ..... 5 Kingpin Specialists ..... 62 National Tank Services ..... 28 Trison Tarps..... 30 Trailers Canada ..... 32
<b>TRAILER SALES (NEW)</b> Action Trailer Sales..... 7 Glasvan Great Dane ..... 5 Great Dane Trailers..... 2 Trailers Canada ..... 32
<b>TRAILER SALES (USED)</b> Action Trailer Sales..... 7 Glasvan Great Dane ..... 5 Trailers Canada ..... 32
<b>TRUCK MOUNTED PRODUCTS</b> Drive Products ..... 29
<b>TRUCK PARTS &amp; ACCESSORIES</b> Bose Corporation ..... 27 Drive Products ..... 29 Morgan's Diesel Truck Parts..... 11 National Tank Services ..... 28 XL Radiators..... 66
<b>TRUCK POLISHING</b> Premium Custom Polishing ..... 34
<b>TRUCK SALES (NEW)</b> Navistar International ..... 37 Volvo ..... 8
<b>TRUCK SALES (SHUNTS, YARD TRACTORS)</b> Capacity of Ontario..... 35 Glasvan Great Dane Autocar..... 5
<b>TRUCK SALES (USED)</b> Arrow Truck Sales ..... 35 Morgan's Diesel Truck Parts..... 11 Penske..... 36
<b>TRUCK SERVICE &amp; REPAIR</b> Benson Truck Service..... 30 Diesel Spec ..... 26 Drive Products ..... 29 National Tank Services ..... 28 XL Radiators..... 66
<b>TRUCK SHOWS</b> Canada's Outdoor Farm Show..... 33
<b>WETLINE SYSTEMS</b> Drive Products ..... 29

ALPHABETICAL LIST

Accutrac Capital Solutions ..... 19	Keypoint Carriers ..... 40
Action Trailer Sales..... 7	King Pin Specialists ..... 62
Arnold Bros. Transport..... 34	King Radiator HD..... 61
Arrow Truck Sales ..... 35	KN Rubber ..... 33
Atlantis Radiator Truck Auto Service ..... 38	Kriska Transportation ..... 48
Benson Truck & Trailer..... 30	L. Hansen's Forwarding ..... 46
Bison Transport ..... 41	Laidlaw Carriers (Bulk/Dumps).. 56
Bose Corporation ..... 27	Laidlaw Carriers (Tanks)..... 50,59
Bridgestone..... 34	Laidlaw Carriers (Vans)..... 53
Burrowes Insurance Brokers..... 20	Liquid Capital Midwest..... 60
Canada's Outdoor Farm Show..... 33	M.B. Transport ..... 46
Capacity Of Ontario..... 35	Michelin ..... 17,68,70
<b>Career Opportunities</b> ... 40,41,42, ..... 43,44,45,46,47,48, ..... 49,50,51, 52,53,54, ..... 55,56,57,58,59,60	Morgan's Diesel Truck Parts..... 11
Castrol/Wakefield Canada.... 23,25	NAL Insurance ..... 15
CCT Auto-Trans ..... 51	National Tank Services ..... 28
Celadon Canada..... 54	National Truck League ..... 66
Challenger Motor Freight ..... 42	Ontario Drivers Medical..... 61
Chevron Global Lubricants ..... 4	Penske Truck Leasing..... 36
<b>Child Find-Missing Kids</b> ..... 66	Premium Custom Polishing ..... 34
<b>Classified</b> ..... 60	Ryder Logistics & Transportation.. 60
Contrans Flatbed Group ..... 44	SAF-Holland ..... 16
<b>Crossword Puzzle &amp; Solution</b> ... 65	Scotlynn Commodities ..... 55
Cummins Inc..... 72	Shell Canada ..... 71
C.U.T.C. .... 38	Snowbirds Auto Connection..... 44
David Benjatschek – WowTrucks .. 67	Special Teams International..... 49
Davis Fuels..... 36	Stateside Transportation Consultants..... 65
Day & Ross ..... 52	T.D. Smith..... 49
Dependable Tank ..... 8	Tank Truck Transport..... 40
Diesel Spec ..... 26	Tankmart International..... 6
Doyle Transportation ..... 46	Taxis Truck Exhaust ..... 9,64
Drive Products ..... 29	The Rosedale Group..... 58
Eastway Tank ..... 63	The Truck Exhaust Place ..... 12
Emprize Transport ..... 40	Trailers Canada ..... 32
F.G. Lister ..... 45	Transcourt Tank Leasing ..... 19
GTI Roll Transportation ..... 51	Transport Financial Services..... 67
Glasvan Great Dane ..... 5	Trans-Send Freight..... 46
Globetrotter Logistics ..... 50	TransX Group Of Companies..... 43
Goodyear ..... 13	Trison Tarps..... 30
Grace Transport..... 45	<b>Truck Ops</b> ..... 41
Great Dane..... 2	<b>Truck News/DriverLink</b> ..... 69
H2Blu/Wakefield Canada..... 31	<b>Truck News/Subscription</b> ..... 61
Hankook Tire ..... 21	TST Truckload Express ..... 49
Holmes Freight Lines..... 46	Villeneuve Tank Lines ..... 52
Husky Oil Marketing..... 18	Volvo ..... 8
Imperial Oil..... 14	Warren Gibson ..... 47
International ..... 37	Woodcock Brothers..... 57
International Truckload Services ... 47	XAN Systems..... 40
	XL Radiators..... 66
	Young Transportation – American .. 43
	Young Transportation – Canadian .. 46

1	F	U	L	L	O	A	D	5	B	U	D	7			
A	E	I	R	8	D	H	I								
9	C	O	A	S	T	10	G	A	R	B	A	G	E		
E	R	R	O	I	U	S									
11	S	U	N	S	E	T	S	12	V	A	L	U	E		
	E		Y	E		L									
13	M	I	R	R	14	O	R	15	B	R	I	16	N	K	S
I			N	17	T		S								
18	L	I	D	A	R	20	R	E	E	F	E	R	22	S	
E	A	A	U	S	R	P									
23	A	E	R	O	M	A	X	24	P	R	I	C	E		
G	T	P	P	A	E	C									
25	E	A	S	T	26	T	O	U	R	I	S	T	S		

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# Driver believes shooters were aiming to kill

Continued from page 35

He added that ballistics evidence offers the best chance of catching whoever shot Kumar's truck, as the bullets and shell casings recovered are 10 mm, which isn't an exactly common size of ammunition.

"Probably about 10 or 15 years ago there was an upsurge in that particular calibre for handguns. Actually, law enforcement began to use it for a bit, but that was short-lived. You don't see too many of them anymore. In that sense it's unique but there are plenty of them out there. It's not to the point of being rare," he said.

"Now it becomes a situation where we wait to see if we recover a unique

can tell in an instant it's a Canadian truck. That could be a reason. Even at night it's also possible that they can see I'm originally East Indian. They can see the guy is not white because even at night you can see there is a different shade between a white driver and a non-white driver. That could be a reason also. Who knows?"

While the Trappers mechanics repaired the tire and tank they didn't repair the bullet holes and they weren't able to fix the blown-out window.

"When the cops impounded the truck, they put something to cover the window, so they taped it - evidence was written on the tape - and I put some duct tape on it. A broken

**"I don't have any problems to go to the same place again, because I know it's not somebody targeting me personally."**

Sidhil Kumar

weapon such as a 10 mm and maybe we can match up any ammunition that is with it or see if we can find that particular weapon," he said.

According to Shilts, the shooting was out of the ordinary for this part of Wisconsin, and that there is no history of truck hijackings in the county.

"This is extremely unusual for us," he said. "We are actually a suburb of Minneapolis-St. Paul. To that extent, it is not uncommon for you to see that in the more populated metropolitan areas. But for our area it is very unusual. The last (truck shooting) I can remember is probably 15 years ago. It ended up being bad blood between a couple of people who knew each other. This appears to be completely random. Certainly the number of shots shows, at least in my opinion, an intent to do harm. I wouldn't categorize it as a joy ride or a pot-shot. Nine rounds is a lot of rounds to shoot."

As to why it happened, Shilts said there really isn't an obvious reason.

"We thought: Is it something because of this particular company? Is it because it's a Canadian truck? Is it something because of an ethnicity issue with the driver?"

"But when you take into all those factors into account and the time of the day, and the fact there was really no exchange before hand, it really doesn't seem like something that was thought out. It looks to be a reaction. I'm presuming this person perceived that this truck or driver somehow infringed on their driving down the road. I don't understand why anybody else would do something like this. Who knows?"

Kumar ran through a similar list of questions as to why it happened, and like Shilts, he can't come up with an answer.

"It's something random that happened, but when they shot at me, they really wanted to kill me and blow the tractor for some reason. Maybe they don't like Canadians because anybody can see it's a Canadian truck. Some trucks have Winnipeg, CA, but my truck has big bold letters saying Winnipeg, Canada, so anybody

window was not anything related to my safety driving. It was only 800 or 900 kms, so it was only one day driving. So I took permission from my company, I took permission from the cops, and they told me if anything happened, if DOT or anybody pulled me over because of the broken window, I could give them their card and have them call, so I was safe. I don't think anything would happen with me at the border crossing because everybody knew and it was nothing related to the safety of my driving."

Despite having his truck released on Sunday, Kumar didn't cross back home into Canada until Wednesday. Arrangements had to be made for the load, and closures due to the August civic holiday slowed things down.

When he got to the border, both US Customs and Canada Customs insisted on doing thorough inspections and on documenting what happened. The Canadian inspector was the person who found the 10th bullet hole. When Kumar told his story to the US Customs inspector, the inspector told him "You go and buy a lottery ticket. If you don't buy one, give me your birthday and I'll play the numbers."

Kumar's immediate plans involved taking the truck to the insurance company and getting back on the road. He said he had no intentions of letting this incident stop him from driving.

"I'm good. I told my company I am good to go there tomorrow, but in a different truck. It will take some time to fix it.

"I don't have any problems to go the same place again, because I know it's not somebody targeting me personally. There is no reason for some American guys to be targeting me, or that they'll shoot me again. We have more than 110 trucks. Most of them go to the same place."

While he told his company he's ready to be back on the road, there was (at the time of the interview) a message he hadn't delivered. Kumar is married with a wife and a family.

"They're not in the country. I didn't tell them," he said quietly. ●



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 Trucks


Isuzu announced the launch of its newest **N-Series diesel truck**, the NPR-XD. The new model bridges the gap between the NPR-HD (GVWR of 14,500 lbs) and the NQR (GVWR of 17,950 lbs). Rated at 16,000 lbs, the NPR-XD is available with wheelbases from 109-176 inches. A crew cab is also available. It is powered by the Isuzu 4HK1-TC 5.2-litre diesel engine with a six-speed automatic transmission. The engine produces 215 hp.

Freightliner Custom Chassis has begun production of a new **propane autogas S2G medium-duty work truck**. The truck is built on the S2 chassis and comes with a factory-installed propane engine. It's powered by an 8L V8 engine with a Clean Fuel USA liquid propane system that produces 339 hp and nearly 500 lb.-ft. of torque. For more info, visit the truck's Web site at <http://s2gtruck.com>.

Kenworth's **T680 highway tractor can now be ordered with natural gas power**. The truck is available as a day cab or with a 52- or 76-inch sleeper. It is powered by the Cummins Westport ISX12 G natural gas engine rated at 400 hp and 1,450 lb.-ft. It can run on liquefied or compressed natural gas.



Peterbilt's new **medium-duty cabover**, the Model 220 is now in full production, the company announced. It is being built in Mexicali, Mexico and

is available in a Class 6 or 7 configuration. Peterbilt says the truck boasts improved maneuverability, with a curb-to-curb turning radius that has been shortened by 30%. Its bumper-to-bumper length is 35 feet while payload has been increased by 45 inches. It can accommodate bodies ranging from 16-28 feet in length. The truck is designed for applications including urban P&D, refuse, landscaping, street sweeping and striping. It comes with the Paccar PX-7 engine with up to 260 hp and 520 lb.-ft. An Allison transmission is standard.

Ryder System has launched its "Keep It Cool" promotion through the US and Canada. The promotion begins in September, and offers a free one-year warranty on qualified **refrigerated trucks**. The warranty covers both the engine and the refrigeration unit. Ryder says the promotion was launched to give buyers added peace of mind when purchasing a used refrigerated vehicle. The promotion is good through September.

 Tires & Wheels


Peterbilt has announced Alcoa Ultra **aluminum wheels** made from a MagnaForce alloy are now available as a factory-installed option on all its heavy-duty trucks. The MagnaForce alloy reduces weight by five pounds without sacrificing strength, the company claims. They also feature a polished finish. The wheels are compatible with air disc brakes, which are standard on the front axle of Peterbilt trucks.

Webb Wheel OEM has redesigned its 25,000-lb axle-rated **TN trailer hub**, making it 3.5 lbs lighter and easier to install. The new Webb 2023 TN trailer hub includes a scalloped flange, which reduces overall weight. Ten total drum pilots are incorporated, which are radially aligned with the studs, reducing the probability of non-concentric

mounting by reducing frictional forces between the hub and drum during the assembly process, the company says. It also added a new oil plug pad, which has been relocated and angled to increase accessibility.

 Components

Tramec Sloan has announced the launch of a new line of **commercial vehicle suspension components**. The new product group expands its heavy-duty portfolio. It includes: u-bolts; cast iron products; and hot forged carbon alloy steel and carbon steel bolts. Also included are rubber and urethane products and end-threaded rods, designed with a centerline mark for accurate bends. The company says its suspension components are of OEM quality. The parts are warehoused and distributed out of Holland, Mich. For more info, visit [www.tramec.com](http://www.tramec.com).

Kenworth has announced the availability of Dana Spicer's AdvanTEX 40 **tandem axle** on Class 8 trucks equipped with Kenworth's AG380 or AG400L suspension. The axle's gearing improves fuel economy, reduces vehicle weight and decreases cost of ownership, Kenworth announced. Axle ratios of 2.26, 2.39, 2.53, 2.64 and 2.79 are available. For details, visit a Kenworth dealer.



Fontaine Fifth Wheel is developing a new **camera system** that it says will simplify the coupling and uncoupling of trailers. The Dual Assist Camera System features two video cameras that work together to give the driver a clear picture of the fifth wheel and the trailer it's approaching. The camera was previewed at the Spring TMC meetings and will be commercially launched this fall. The cameras are mounted back-to-back behind the truck's fifth wheel and are wired to display in the cab. They automatically turn on when the truck is shifted into reverse. Crosshairs are su-

perimposed on the screen to guide the driver into proper position. The cameras are located on the truck's frame to prevent damage from the kingpin. The cameras are heated for use in the winter. For more details, visit [www.FifthWheel.com](http://www.FifthWheel.com) or call 800-874-9780.

Road Choice Truck Parts has announced it is launching **five new product categories** and is expanding its distribution network in North America. The new products include alternators, brake drums, clutches, windshields, and wiper blades. The company also plans on expanding to more than 100 authorized retail locations. Road Choice is a parts subsidiary of Mack Trucks. For more, visit its Web site at [www.RoadChoiceTruckParts.com](http://www.RoadChoiceTruckParts.com).



Eaton has announced it has been selected by Navistar as its primary supplier of **heavy-duty remanufactured transmissions**. The majority of remanufactured transmissions delivered to Navistar's 350 North American dealers will be Eaton Flex Reman transmissions, available on the most popular Eaton transmission models, the company announced. Eaton is now Navistar's primary supplier of remanufactured transmissions. The transmissions will feature a customized design with shift bars in a forward configuration on the housings. Eaton's remanufactured transmissions are backed by a two-year standard warranty, with extended plans available.

 Accessories

Lakefield, Ont.-based Northern Fridge has announced it's now an authorized dealer for Zamp Solar. Its line of hardwired and portable **solar panel kits and inverters** have been added to Northern Fridge's line of truck fridges and freezers. The solar kits are compact, lightweight, expandable and quick and easy to install, the company says. They come with a 25-year power output warranty. For more info, visit [www.NorthernFridge.ca](http://www.NorthernFridge.ca).

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By Edo Van Belkom

### THE STORY SO FAR...

*Bud is off for a couple of days, so Mark gets a load from his replacement. It's a sweet load of cowhide into California. Mark is concerned that the trailer he's given to use is not compliant with the SmartWay program that is mandatory in California, but the shipper convinces Mark that the trailer is compliant and everything will be alright.*

*As Mark crosses the border he is questioned about the trailer and SmartWay compliance. Mark is sure the trailer's is alright because 75% of the fleet it is a part of is already compliant. However, the closer he gets to California, the more he's worried that everything is not as easy as he's been told.*

*At his destination, the receiver refuses to accept the load because Mark has no paperwork proving the trailer is part of a SmartWay compliant fleet. He's stranded in California until someone offers him a solution. He's taken to a second warehouse where a group of hardscrabble men look as if they intend to rob him.*

"We understand you have a problem delivering your load," one of the men said, obviously the leader.

"That's right," Mark said. "The receiver won't accept it."

The man nodded. "So, you've got a problem and we've got a solution."

"Which is?"

"We're willing to let you borrow our trailer for a few hours for just \$500."

Mark said nothing for a moment, considering the offer. "What about my return load? I won't be able to pick anything up with my trailer."

"No problem. For another \$500, you can use our trailer to pick up your load. Then you bring it back here, we switch it up for you and you're on your way."

Mark considered the offer further and shook his head in disgust. He had nothing against these men who had obviously recognized a need in the industry and stepped up to fill that need.

No, his problem was with the shipper who sent him into California knowing that the trailer he was pulling was not SmartWay compliant. Sure, the shipper saved \$7,000 or \$8,000 by not retrofitting the trailer, but now he was going to be out \$1,000 just to get a delivery made and a load picked up.

Not only that, but what Mark was considering doing was probably highly illegal and likely the subject of countless fines and suspensions. If the guy had just paid for the upgrades to his trailer, he would have earned his money back in fuel savings in just a couple of years. This way, he was simply going to be out the money while the owner/operator took a huge risk in terms of the ongoing operation of his business.

And it all came down to Mark.

Here he was in another country, thousands of miles from home with a load that was probably worth tens of thousands of dollars. Five hundred bucks to drop off, and another \$500 to pick up was just a fraction of the total value of the loads. So, even though it turned Mark's stomach to do it, the deal actually made good business sense.

"Okay," Mark said, "But your trailer gets hooked up to my truck before we switch the load."

The leader of the men nodded his head while the



## Mark learns the SmartWay

rest of them just smiled.

"And if anything goes wrong, or if you guys try to make off with my trailer...or my load, I won't hesitate to call the police."

The leader sneered at Mark, obviously not too happy to have the police mentioned as part of the deal. The other men looked at him with equally derisive glares. "If we cheat you, or screw you over, you do whatever you think you have to do to make it right, okay."

The man's answer disarmed Mark. It wasn't the response he was expecting. This offer seemed too good to be true. "And the paperwork's got to be right," he said.

Everyone in the warehouse except for Mark burst into laughter.

"What is it?" Mark asked.

"We can give you any kind of paperwork you want. If you want good paperwork that says the load is being delivered by Mickey Mouse, we can do that for you." More laughter.

Mark suddenly felt small and out of his league.

"Do you think this is the first time we've ever done this?"

Mark knew the answer, but said nothing.

"Why would we spoil a sweet operation like this by stealing a trailer we can't even use in this state?"

That was a good point, Mark had to admit.

"Now hurry up and make your delivery. We've got another trailer coming in here in an hour."

Before Mark made his delivery, he stopped at a bank machine and withdrew money from his account, then got an advance on his credit card. Then

with \$1,000 cash in his pocket, he continued on to the warehouse he'd attended just a few hours before. Loopy Ears recognized Mark and was happy to have the load delivered, but avoided any questions about how he'd managed to get his load onto a SmartWay certified trailer. Without any small talk, Mark was on his way in minutes and was able to pick up his return load without delay. Less than an hour later he was back at the warehouse getting the return load placed into his trailer. Once the money changed hands, Mark was on his way.

He waited until he was out of California without incident before making a phone call to the shipper in Calgary. The man sounded a bit surprised to hear that Mark had already dropped off his load and was on his way back with another, but he was absolutely taken aback at the suggestion that he now owed Mark an additional \$1,000 for the round-trip on top of his regular fees.

"Why would I pay you that?" he asked. "I sent you down with a good trailer."

Mark just shook his head. "You and I both know you haven't got a clue about how the SmartWay program works. You sent me to California with a bum trailer hoping I'd get lucky. Things didn't work out that way and now you're going to pay."

"If you couldn't get that load delivered, that's your problem. I'm not going to pay you a dime extra."

Mark sighed, then said. "You are going to pay and I'll tell you why. If you don't, I'll just pull over onto the shoulder somewhere in Washington State, unhook the trailer and bobtail it back to Canada."

"I'll sue you."

"You can bring all the civil action you want against me, but we both know that it'll take years and tens of thousands of dollars to get anything out of me. You could also make an insurance claim and recoup your losses that way, but I've got paperwork that says the load was picked up by Carlito Trucking and you'll have a hard time convincing anyone that the load was ever in your possession."

"Are you threatening me?"

"Yes, I am. You sent me to California thinking I was too stupid to know better about SmartWay certifications. Well, you were only partly right. I was stupid enough to make the delivery for you, but not stupid enough to let you get away with it. I'll just say it one last time...wire \$1,000 to my dispatcher or this trailer gets left on the side of the road."

"You're bluffing."

The accusation brought a smile to Mark's face. "If you think so, call around and ask anyone who knows me if I'm the kind of person who would bluff about something like this." He paused a moment, gearing down. "Ah, here's a good spot."

He pulled onto the shoulder and hung up the phone. It took a few hours, but Mark's phone eventually rang. It was Bud. "Hey Mark, why did we just get \$1,000 credited to your account?"

Mark smiled, started up Mother Load and got back on his way. ●

**Did you know there are two full-length novels featuring Mark Dalton?: Mark Dalton "SmartDriver" and Mark Dalton "Troubleload." For your free copy register with eco ENERGY for Fleets (Fleet Smart) at [fleetsmart.gc.ca](http://fleetsmart.gc.ca).**



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## Tax Talk

SCOTT TAYLOR



## The driver service dilemma

**T**he trucking industry is always under pressure to save money, and one way companies try to do it is through the use of self-employed drivers or “driver services.” By contracting a driver, the fleet can add or subtract capacity without the obligations and costs of having an employee.

There are good and bad sides for both the carrier and the driver in this type of arrangement.

First, let's state the obvious: Canada Revenue Agency hates the concept, and rarely does a driver-service relationship stand up to a CRA review. CRA has a guidebook called *Employee or Self-employed (RC4110)* that provides the framework for how the agency evaluates whether a relationship is business-to-business or employer-employee. Primarily, they look for the level of control the payer has over the worker, including:

- Does the worker provide his own tools and equipment?
- Can the worker subcontract the work or hire assistants?
- What is the worker's degree of financial risk?
- What is the degree of responsibility for investment and management?
- What is the worker's opportunity for profit?

Whether a worker is an employee or a self-employed individual goes beyond who pays taxes. It affects how a worker is treated under the Canada Pension Plan, the Employment Insurance Act, Income Tax Act, Workers Compensation, and other labour rules. Another point that catches people off guard is that the self-employed driver must charge GST/HST for his services if he exceeds the annual \$30,000 gross limitation.

Where a self-employed driver does not use his own truck and does not assume liability for the supply of a freight transportation service, the driver is not supplying a freight transportation service for GST/HST purposes. He is

providing a driving service, which is taxable. Some may argue that if the self-employed driver is taking a load from Canada to the US, the service is zero-rated. However, CRA has deemed that the delivery of the “service” is considered delivered to the carrier's office. Assuming the carrier is Canadian, GST/HST applies to driving a truck to the US and back.

I can't tell you how many times I've run into small carriers paying self-employed drivers and refusing to pay GST/HST to them on their gross earnings. I mean, they're already taking a risk trying to avoid the whole employee issue so why take another risk and not pay the GST/HST? They'll get it back on their returns anyway. The real crime here is that the driver is responsible for charging GST/HST on his services.

If you're a self-employed driver working for a carrier that refuses to pay GST/

**I can't tell you how many times I've run into small carriers paying self-employed drivers and refusing to pay GST/HST to them.**

HST, in an audit CRA is going to hand you the bill.

On the other hand, I recently had a client using driver services that was burned by some of his drivers.

They all had GST/HST numbers but a few of them closed their accounts. Not knowing this, my client continued to pay them HST on their earnings, and when he was audited, he had to repay CRA all the HST he had paid these guys and had received as refunds. The drivers? They didn't get in trouble for receiving HST on cancelled accounts.

If a worker or payer is not sure of the worker's employment status, either party can request a ruling to have the status determined. Use Form CPT1, *Request for a Ruling as to the Status of a Worker under the Canada Pension Plan and/or the Employment Insurance Act*.

Whether you're a driver or a fleet manager, a driver-service arrangement can give you flexibility, tax advantages, and help keep certain costs in check. But only if all parties involved are clear about their obligations and responsibilities. 

**Scott Taylor is vice-president of TFS Group, providing accounting, bookkeeping, tax return preparation, and other business services for owner/operators. Learn more at [www.tfsgroup.com](http://www.tfsgroup.com) or call 800-461-5970.**

### DRIVER SERVICES: PROS AND CONS

	Pros	Cons
<b>Payer</b>	No need to hold funds No reporting or filings with CRA No forms or filings upon termination No cost for benefits (EI, CPP, WSIB, health plans) No labour rules for dismissal	Faces CRA penalties if relationship is determined to be employment/not self-employment
<b>Worker</b>	Bigger paycheques (no tax, EI or CPP withheld) May be able to expense costs that could lower taxes	Responsible for paying tax on his own Must file GST/HST returns More complicated tax returns May lose meal claim No entitlement to EI benefits

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 Lease Purchase  Moving  Driver Trainer  Other \_\_\_\_\_

TOTAL TRUCK DRIVING EXPERIENCE \_\_\_\_\_/yrs

OWNER OPERATOR? Manufacturer \_\_\_\_\_ Year/Model \_\_\_\_\_ Engine/Size \_\_\_\_\_

PREFERRED DRIVING REGION:  North America  Canada only

#### WORK EXPERIENCE:

Last Employer \_\_\_\_\_

Start/End Date \_\_\_\_\_ City \_\_\_\_\_ Prov/State \_\_\_\_\_

Contact Person \_\_\_\_\_ Tel \_\_\_\_\_

#### CERTIFICATION / TRAINING:

- Can you lift 50lbs?  Yes  No  Doubles/Triples  
 Air Brake Adjustment  
Name of School \_\_\_\_\_  Over-Size Loads  
Name of Course Completed \_\_\_\_\_  Hazmat  
City \_\_\_\_\_ Prov/State \_\_\_\_\_ Start/End Date \_\_\_\_\_  Air Brake (Drive)  
 Tankers

- I am able and willing to cross the Canada/U.S. border to haul loads.  Yes  No  
I am FAST approved (for expedited border crossing).  Yes  No  
Would you like to be contacted by driver agencies?  Yes  No  
Has your license ever been suspended?  Yes  No

By filling out and signing this application, I agree to abide by Driverlink's terms and conditions and consent to the use of personal information according to the Driverlink privacy policy.

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TRUCK NEWS CAREERS [www.trucknews.com](http://www.trucknews.com)

# Jake and Mary Siemens: A dynamic driving duo

Some couples are inseparable, but Jake and Mary Siemens, a truck driving team from Manitoba, honestly put others to shame. The pair live and work together – all while on the road. This past month, the Siemens hit four million miles with Paul Brandt Trucking, based out of Morris, Man. Sonia Straface spoke with the couple recently about their success.

Jake and Mary Siemens are couple of owner/operators from Manitoba who live, work and drive together.

Combined they have a total of 41 years' experience behind the wheel and both started their driving career with Paul Brandt Trucking based out of Morris, Man.

Jake began driving truck professionally back in May 1989 and said he liked the job instantly. Back then, he started driving part-time hauling grain.

When their son and daughter grew up, he urged his wife, who had been working on a potato farm, to join him on his long-distance hauls across the border to keep him company.

"I said 'no' right away," Mary recalled. "I said if I'm coming out on the road with you, I want to drive too."

So, she did. In July 1998, just nine



The Siemens

**W**hen your children grow up and leave the nest, it's not uncommon to breathe a sigh of relief and relaxation – just you and your spouse, home alone at last. But for Jake and Mary Siemens, their empty nest was taken on the road.



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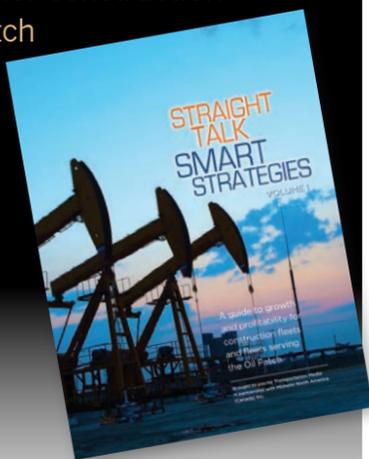
Look for extra protection in the casing, an extra belt package, extra wall thickness and a hard rubber compound that's going to offer chip and cut resistance.

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years after her husband decided to be a professional truck driver, Mary got her commercial driver's licence and joined him on the road.

"We really like spending time together," said Mary. "Just driving together in one truck and seeing the world. We have really enjoyed that."

Jake and Mary mostly haul freight across the border with no specific, assigned route and have been to almost every major city in the US.

Mary especially likes driving to Florida because of the sunny weather while Jake despises driving to the city that never sleeps; understandably so, New York City isn't exactly truck-friendly.

"We've only been there once but there are too many tight spaces and so much traffic," said Jake.

The Siemens have recently hit a milestone in their career this past July.

Together they have travelled four million miles with Paul Brandt and

the truck and on the road while they approach retirement.

After talking to the couple, Mary seemed to be the one who enjoyed driving the most.

"I love trucking and I want to retire as a driver," she told me enthusiastically. "I really enjoy seeing the world and seeing the big cities. I really like that part. If I had not been driving truck I would never have gone to Los Angeles, Florida, Miami and even Las Vegas."

It was refreshing to hear a woman express her love for a job in which less than 5% of the population is female, though many companies are doing different things to attract women into the industry.

Spending all day with her husband, for example, was a major selling point for Mary, who said she and Jake don't fight as often as one would assume a couple spending every minute together would.

"Sometimes we fight on the road,"

**"Sometimes we fight on the road. But usually being together all the time is very good for us. I have heard of couples who drive truck together who fight a lot, but for us that's not really a problem."**

Mary Siemens

are so humbled by all the recognition they have been given by the company, which has been in operation for 43 years.

"It feels really good to have achieved that," said Mary about the recent mileage. "We always really try to be safe when we're on the road."

Jake says that his success behind the wheel can be credited to simply slowing down while driving, advice he claims every trucker could use.

"We always do 65 mph," he said. "So on top of being safe, it also helps us save fuel and helps us save our tires. We save a lot of money, just by slowing down a little bit."

Though the couple call Manitoba home, they've only been in Canada for 36 years.

After meeting and then getting married in 1978, the Siemens moved from Mexico, where they were raised, to Canada to start their new married lives together.

Now, Jake and Mary, 60 and 57 respectively, are enjoying their lives in

she admitted. "But usually being together all the time is very good for us. I have heard of couples who drive truck together who fight a lot, but for us that's not really a problem."

Mary said the key to working and living together in such small quarters is that they both make an effort to work through an argument right away and that they never go to bed angry at each other.

Great advice considering how unpleasant it would be driving for weeks in complete silence.

The Siemens both agreed that trucking is the career they both love doing and one that works with their lifestyle, but with four granddaughters at home, they are looking forward to retiring when the time comes, even if that means not doubling their outstanding record.

"The guys at Paul Brandt always ask us if we'll hit another four million miles, and I don't think we will," Jake said with a laugh. "I think we're going to retire before then." ●

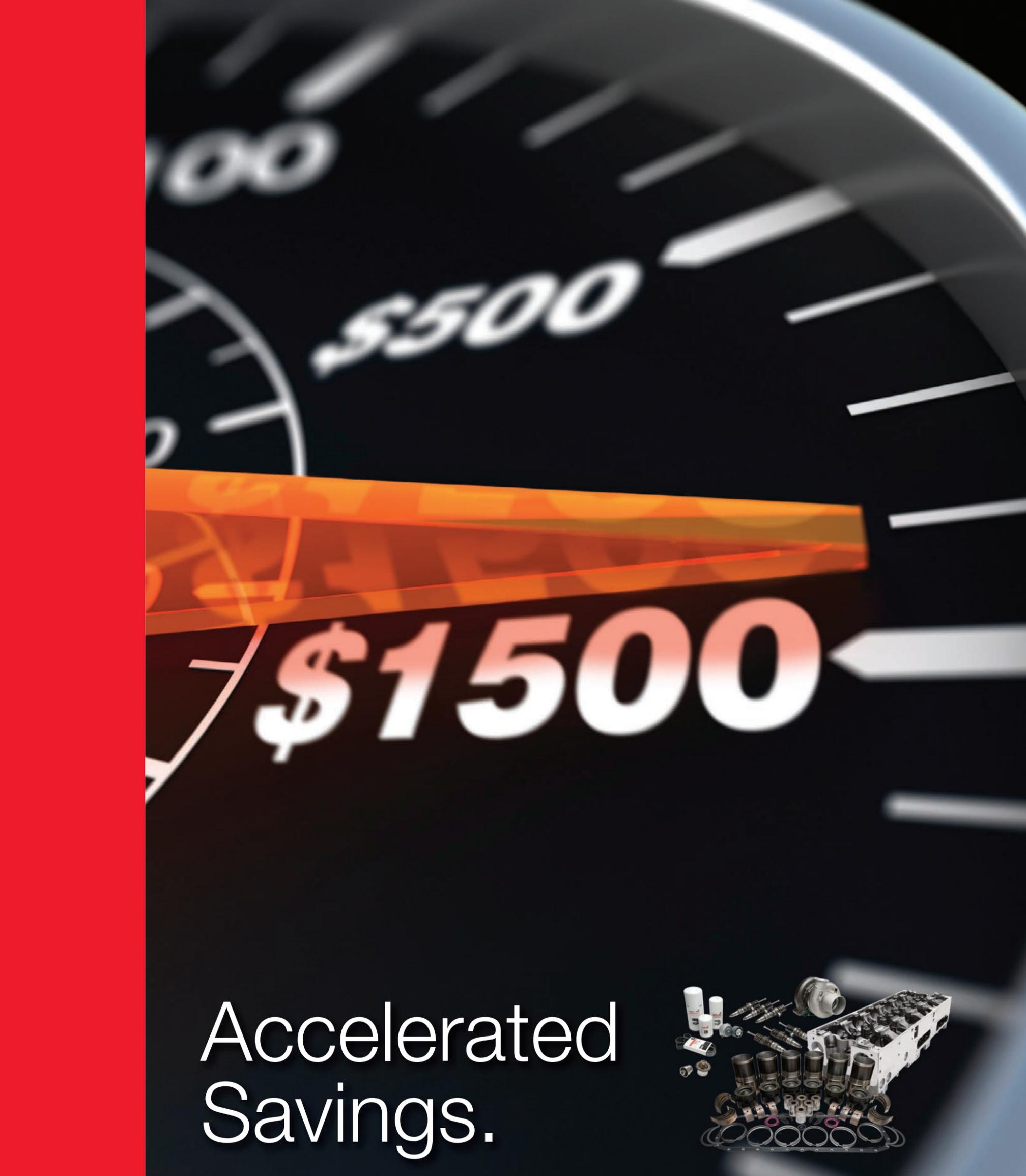
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